

MILLIONS in Wheat! **MILLIONS** in Corn! **MILLIONS** in Oats!

COMFORT reaches the homes of vast numbers whose bounteous crops have returned them ready money.

These people are buyers.

**and they are not too busy now
to read your advertisement.**

\$ See your advertisement.

COMFORT unlocks over one million, two hundred and fifty-three thousand (1,253,000) homes with its magic key.

COMFORT is represented by every responsible general advertising agent.

**W. H. GANNETT, Publisher,
Augusta, Maine.**

BOSTON OFFICE: JOHN HANCOCK BLDG. **NEW YORK OFFICE:** TRIBUNE BLDG. **CHICAGO OFFICE:** MARQUETTE BLDG.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

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NO. 1.

THE SOUTHERN RAILWAY. HOW THE GREATEST ROAD IN THE SOUTH IS BROUGHT TO THE ATTEN- TION OF THE PUBLIC.

The railroad that covers the greatest territory and does the most advertising in the South is the Southern Railway. The general offices are in Washington, D. C. While there I went to the office of Mr. W. A. Turk, general passenger agent, to learn where I could talk with the Southern Railway's advertising man. I was told that there was no advertising manager. Mr. Turk keeps an eye on the advertising in a general way, but it is really in charge of his assistant general passenger agents. I was told to see either Mr. S. H. Hardwick, Atlanta, Ga.; Mr. C. A. Bencoter, Chattanooga, Tenn.; Mr. Wm. H. Tayloe, Louisville, Ky., or Mr. Alex. S. Thweatt, at 271 Broadway, New York, as each had charge of the Southern Railway advertising in a large territory surrounding his headquarters.

I picked out Mr. Thweatt because he was most convenient. I asked him what he did for the Southern.

"I am its Eastern Passenger Agent."

"Do you have anything to do with its advertising?"

"I conduct what the Southern Railway does here in the East, under the general direction of Mr. W. A. Turk, of Washington, D. C., our general passenger agent."

"Please tell me something about your system of railroads and how you advertise."

"The Southern Railway is 5,591.86 miles long. It begins at Washington, D. C., and goes as far South as Brunswick, Ga., and Meridian, Miss.; and as far West as Memphis, Tenn., and Louisville, Ky. It is operated under fourteen divisions—longest is 655 miles—shortest is 147 miles. It has more than 2,000 stations of its own, and connects with 183 other lines. It has the most perfect through car service and the only dining car service in the

South. It passes through 'The Land of the Sky,' the world's greatest health resort. It also—"

"Pardon me, Mr. Thweatt, but it is your advertising I came to ask you about."

"Well, our methods differ from those of many railroads. One of our successful advertising ventures is a lecture, entirely original with us. It is called, 'In Nature's Paradise; From Washington Through the Land of the Sky to the South.' It is delivered by Dr. A. G. Rogers, favorably known on the lecture stage. He works under the auspices of the Southern Railway. We began in Brooklyn by renting one of the largest theaters. We always work in connection with some local order, and generally for some charitable purpose. In Brooklyn the Christian Endeavor Society helped us sell tickets, and they were given the entire receipts. In each city we rent the theater and furnish the lecture complete, and give all the money taken in to the order working with us. Our liberality makes many walking advertisements for us in every city."

"Do not some orders object because there is an advertising string to your proposition?"

"Our lecture has already been delivered in sixty-seven cities, and we have had no trouble except in Brooklyn, and then as soon as the Christian Endeavor Society learned that the Southern Railway was not mentioned in the lecture everything was all right. Dr. Rodgers shows 160 stereopticon pictures of scenes taken along our lines. They make his lecture full of variety, interest and instruction. As each picture is flashed up Dr. Rodgers tells about the country it represents. As many as 1,500 people have heard our lecture in a single night, and the admission charged is often \$1. Newspapers give columns of space to the attraction, and it brings out the best people in each city. We feel certain the lecture has created a desire in many hearts to see the scenery along

PRINTERS' INK.

our lines. We are convinced this is a profitable way to advertise, and we will continue it."

"How are the lectures advertised?"

"Our local agents in the cities assist the society that takes charge of selling tickets. They work all of the notices they can in the local papers, and we send a good supply of posters and handbills, which are judiciously distributed. The lecture is booked by us months ahead, just like any theatrical attraction."

"Have you any other original advertising plan either in operation or under consideration?"

"The Southern Railway is always working and planning ahead. We now have nearly ready for exhibition an entire art gallery of the largest and handsomest views of Southern scenery ever photographed. They are being richly framed and mounted on easels, and our plan is to move this collection, from city to city, placing it in some popular art gallery, library or hotel, and inviting the public to view it. A description of each view will be given in its frame. We will have a competent representative in charge who will talk with visitors and distribute our latest printed matter."

"Who writes and illustrates your booklets and posters?"

"Nearly all of our high-class booklet and folder work is done by Mr. Frank Presbrey, of 12 and 16 John street, New York, who also places our magazine advertising. He has looked after this work for several years, and has thoroughly acquainted himself with our territory so as to be able to write concerning it, from a personal knowledge of its beauties as well as its commercial and industrial advantages."

"For what do you spend your advertising appropriation?"

"Newspaper and magazine space, folders, booklets, handbills, posters, hangers, lectures, art exhibits, etc. Our folders, booklets, etc., for general distribution are printed in lots of a half million each, and are systematically sent out to our agents. We have a system for checking to see that our advertising is put out to the best advantage. Each local agent is held responsible for the distribution of all advertising sent to him. He must also see that the local newspapers give us all the space we are entitled to. Our

general matter is printed here in New York. That for local excursions, etc., is printed by the assistant general passenger agent having charge of the territory.

"Early each spring we issue 'Summer Homes,' a pamphlet telling of a thousand picturesque resorts on the line of the Southern Railway. We now have ready our next season's book for tourists. It is called 'Winter Homes in the South,' and it will be a handsome as well as useful book. It will contain hundreds of fresh half-tone pictures and a complete list of every hotel and boarding-house in the Southern States, with full information. These facts were culled from reports our agents are required to send in, and they show that from \$10 per month at Berry's Station, Ala., board can be had all the way up to \$100 per month at Asheville, N. C.

"Here is a copy of book, 'Shooting and Fishing in the South,' written and illustrated by Mr. Frank Presbrey, an authority on the subject. It has proven a traffic puller. It tells hunters just where to go for panther, deer, bear, grouse, snipe, quail and woodcock shooting; and fishermen where to go for tarpon, blue fish, red snapper, drum, sea trout, bass, bream and trout. It gives the game laws of all the States touched by the Southern Railway, and much other matter of value to sportsmen.

"We supplement this book frequently during the season," Mr. Thweatt said, "with official reports on sports in the various sections. We insist upon our agents sending us truthful reports of just how sport is in their region.

"We endeavor to make our time tables good advertising. In them we try to answer every question that could possibly be asked about our service. We tell all about the time and place of every connection; which trains carry sleepers, and the sleeping car rates between all points; we give distances between every point on our lines; we show the altitude of the towns and cities we reach—the highest is Balsam, N. C., 3,348 feet above sea level—lowest is Washington, only 10 feet above sea level; we give much special information about mileage tickets, excess baggage tickets, adjustment of fares, redemption of tickets, baggage regulations, baby carriages, chairs, bicycles, dogs, corpses, handling of foreign cars, etc."

"So much for folders, etc; now, Mr. Thweatt, how about newspapers?"

"Like PRINTERS' INK, I say newspaper advertising is the very best advertising there is. The Southern Railway uses newspaper space liberally for its schedules and for announcing special excursions. In the South we use full pages in many dailies. We are also great believers in reading notices. PRINTERS' INK asks in a recent issue for information, whether anybody has made them pay. The Southern Railroad has. We have a system of sending out an interesting reader every week to the hundreds of newspapers we use. They vary in length from three inches to a column. We check the papers to see that the notices appear properly. We also order press clippings, which gives us a double check. Our copy goes out in proof slips, plainly marked when it is to be used. It is generally of as much local interest as any item in the papers."

"What returns do you get from your readers?"

"Thousands of responses come into our various offices from people who wish the booklet or folder we advertise, or who want further facts about excursions, or change of schedules, etc. We give every inquiry prompt attention, and if a person asks about a place not on our system, or for light on any subject, if we have not the information desired we look it up and send an explicit reply."

"Do you advertise for immigrants?"

"We do a lot of such advertising in papers printed in foreign languages, and we have folders in all languages. We have a big inquiry for farms in the South. The Southern Railway has a separate department for this business. It is in charge of Mr. M. V. Richards, our land and industrial agent in Washington, D. C."

"How much money does the Southern Railway spend a year for advertising?"

"Hard to say. Our advertising is done from four different offices. Here in the East we spend thousands of dollars. So do the other offices."

SAM E. WHITMIRE.

THE last stroke fells the tree. All the others have aided, but without the last there would have been no result. Nine advertisements may all but fell the tree of public skepticism, while the tenth will complete the work. If the advertiser becomes discouraged just before the tenth, the nine will count for nothing.

ABOUT FLAG ADVERTISING.

"There is a good deal of needless excitement," said a well-known military man back from Santiago a few days ago, "about the indignity that is heaped upon the Stars and Stripes by persons who desire to use it for advertising purposes. Of course, if a man is of a supersensitive character, he doesn't wish to see the banner of the free anywhere excepting on public and private buildings and other customary places. But to the mind of normally placid human beings there isn't anything supremely shocking in the employment of the national colors as a wrapper for a cake of soap or anything else that is clean and not calculated to bring a blush to the cheek of innocence. In fact, there are many observers of what goes on in life who encourage the belief that the greater the number and variety of American flags the better, whether they be used for advertising purposes or purely as emblems of patriotism. You have possibly noticed that most of the people who are in pain over what they term the desecration of Old Glory are the ones who with persistent discretion remain at home when there is any fighting to be done. Up at the Larchmont Yacht Club they have what they call the Porch Fleet. This consists of the gentlemen who never go sailing, but sit on the back stoop and criticize the manoeuvres of the yachtsmen. These persons who complain about the uses to which the flag is put remind me of the Porch Fleet at Larchmont." —*New York Telegraph.*

AN ODD BUSINESS CARD.

E. C. Roberts, a justice of Lapeer, Mich., calls himself a matrimonial magistrate, as his principal business is marrying. His card reads as follows, says the Kansas City *Journal*: "E. C. Roberts, the Original and Only Exclusively Matrimonial Magistrate. Offices at the Elevator or First National Bank Parlors, or Wherever Most Convenient to Swains. Marriages Solemnized Promptly, Accurately and Eloquently—Plain Ceremony—Legal Fee—Osculation Extra. Elopements a Specialty. Night Calls Answered Without Extra Charge. Consultations Free. A Fine Line of High Grade Bridesmaids and Groomsmen Constantly on Hand to Assist in the Services. N. B.—My Anti-Blush is Warranted Effective and Will Not Injure the Most Delicate Complexion."

ILLUSTRATED ADVERTISEMENT.



"Young man with considerable snap about him, occupying a high position, which he has attained through his energy and perseverance, would like to make a change."



A motherly young woman living in Rockville, Conn., has found life a pretty desperate problem. "I didn't think life worth living," she says, "until the last three years; but now, thank God, everything is different. I am 35 years old, the mother of six children, and I feel better and stronger to-day than I did ten years ago, all owing to Ripans Tabules. About three years ago I sent for a dollar bottle and have been using them both for myself and my family. They have cured me both of dyspepsia and headache, from which I was a sufferer for seven years. I tried everything under the sun, but nothing gave me relief until I got the Tabules, which gave me relief from the very first. I have recommended the Tabules to all my friends and neighbors. They are a blessing in any home."

WANTED—A case of bad health that R.I.P.A.N.B. will not benefit. Send 5 cents to Ripans Chemical Co., No. 10 Spruce Street, New York, for 10 samples and 1,000 testimonials. R.I.P.A.N.B. tablets, or 15 packets for 40 cents, may be had of all druggists who are willing to sell a standard medicine at a moderate profit. They banish pain and prolong life. One gives relief. Note the word R.I.P.A.N.B. on the packet. Accept no substitutes.

ONE OF PRINTERS' INK's friends clipped the advertisement of the Ripans Tabules reproduced above from the *Chaperone Magazine* of St. Louis, and bringing it to the editor of the Little Schoolmaster said: "I think this is a beautiful picture, that ought to be reproduced in your paper. Why, those little tots are so sweet and attractive that I have actually begun to consider whether the possession of such an interesting group isn't of greater value than all the boasted joys of bachelorhood. It's an excellent picture, too, to put into a magazine like the *Chaperone*, which is read exclusively by women; the eyes of every one of them will be attracted to it, and they will read the advertisement to learn more, just as I did myself."

PRICE.

Price is the greatest factor in modern business of every kind; just as soon as you act on the supposition that people will pay you ten cents more for filling a prescription, or for a

hair brush, or for a glass of soda which is no better than your competitor sells, you make a mistake, which, though you may not realize it for a year or two, will eventually come home to you with redoubled force.—*Ideas.*

The Geo. P. Rowell Advertising Co.

10 SPRUCE ST., NEW YORK.

Our province is
to select only those
mediums likely to
bring the greatest
possible returns
to the advertiser
and to keep him
out of those
mediums that would
not pay him.

"Saves from evil * *
secures good."

MAIL ORDER PUBLICATIONS.

The *Mail Order Journal*, a journal for mail order advertisers, published in New York, prints, in its issue for September, the following list of what it considers the leading "Mail Order Publications," together with the date of closing forms for the reception of advertisements.

Agricultural Epitomist, Indianapolis, Ind.	15th
Argosy, New York, N. Y.	5 weeks prior
Agents' Guide, New York, N. Y.	20th
American Home Magazine, New York, N. Y.	20th
American Woman, Augusta, Me.	20th
American Queen, New York, N. Y.	1st
American Fireside, New York, N. Y.	20th
Boyce's Monthly, Chicago, Ill.	15th
Babyhood, New York, N. Y.	20th
Cheerful Moments, New York, N. Y.	20th
Comfort, Augusta, Me.	15th
Climax, Chicago, Ill.	15th
Cosmopolitan, New York, N. Y.	35 days prior
Century, New York, N. Y.	1st
Conkey's Home Journal, Chicago, Ill.	15th
Columbian, Boston, Mass.	10th
City and Country, Columbus, O.	15th
Delineator, New York, N. Y.	12th
Demorest Magazine, New York, N. Y.	28th
Donohue's Magazine, Boston, Mass.	12th
Every Month, New York, N. Y.	15th
Everywhere, Brooklyn, N. Y.	20th
Farm and Home, Springfield, Mass.	s. m., 5th and 20th
Farm and Fireside, Springfield, O.	s. m., 15 days prior
Farm Journal, Philadelphia, Pa.	15th
Farm News, Springfield, O.	15th
Family Friend, Winona, Minn.	20th
Fashions, New York, N. Y.	1st
Facts and Fiction, Chicago, Ill.	25th
Farm and Trade, Chattanooga, Tenn.	30th
Frank Leslie's Magazine, New York, N. Y.	22d
Gentlewoman, New York, N. Y.	10th
Godey's, New York, N. Y.	1st
Good Literature, New York, N. Y.	10th
Good Reading, Cleveland, O.	20th
Good Housekeeping, Springfield, Mass.	10th
Home Talk, New York, N. Y.	15th
Household, Boston, Mass.	20th
Household Companion, Boston, Mass.	20th
Home, Boston, Mass.	28th
Home Life, Caro, Mich.	20th
Home Circle, Bloomington, Ill.	25th
Household Realm, Chicago, Ill.	25th
Home, Louisville, Ky.	30th
Home Favorite, Philadelphia, Pa.	20th
Home Visitor, Philadelphia, Pa.	20th
Home Monthly, Pittsburg, Pa.	20th
Housekeeper, Minneapolis, Minn.	s. m., 1st and 18th
Household Journal, Philadelphia, Pa.	15th
How to Grow Flowers, Springfield, O.	1st
Hearsthstone, New York, N. Y.	20th
Housewife, New York, N. Y.	1st
Harper's, New York, N. Y.	28th
Home Companion, New York, N. Y.	20th
Home Folks, Chicago, Ill.	25th
Household Guest, Chicago, Ill.	25th
Hours At Home, New York, N. Y.	20th
Home Magazine, Washington, D. C.	15th
Home Queen, Philadelphia, Pa.	15th
Home Magazine, New York, N. Y.	20th
Home Guard, Providence, R. I.	15th
Illustrated Companion, New York, N. Y.	20th
Ladies' Home Journal, Philadelphia, Pa.	six weeks prior
Ladies' World, New York, N. Y.	1st
Lane's List, Augusta, Me.	5th
Leisure Hours, Philadelphia, Pa.	20th
Ladies' Journal, Toronto, Can.	1st
McCall's Bazaar, New York, N. Y.	20th
McClure's Magazine, New York, N. Y.	25th
Munsey's, New York, N. Y.	5 weeks prior
Merrymaker, New York, N. Y.	20th
Modern Priscilla, Boston, Mass.	1st
Modes, New York, N. Y.	15th
Metropolitan, New York, N. Y.	1st
Metropolitan and Rural Home, New York, N. Y.	15th
Moder Stories, New York, N. Y.	20th
Mayflower, New York, N. Y.	1st
National Illustrated Magazine, Washington, D. C.	30th
National Humane Alliance, New York, N. Y.	15th
New England Magazine, Boston, Mass.	5th
Northwestern Magazine, St. Paul, Minn.	15th
New Ideas, Philadelphia, Pa.	20th
Old Homestead, Cleveland, O.	20th
Progressive Agent, Philadelphia, Pa.	25th
Park's Floral Magazine, Libonia, Pa.	15th
People's Home Journal, New York, N. Y.	10th
Puritan, New York, N. Y.	5 weeks prior
Questions, Waterville, Me.	25th
Round the Fireside, New York, N. Y.	25th
Success With The Garden, Reed City, Mich.	15th
Success With Flowers, West Grove, Pa.	15th
Sawyer's Trio, Waterville, Me.	1st
Southern Homestead, Atlanta, Ga.	25th
Standard Designer, New York, N. Y.	1st
Star, Oak Park, Ill.	15th
Scribner's Magazine, New York, N. Y.	1st
Success, New York, N. Y.	15th
Table Talk, New York, N. Y.	10th
Trained Motherhood, New York, N. Y.	10th
Toilets, New York, N. Y.	45 days prior
Vicker Hill List, Augusta, Me.	1st
Vick's Illustrated Magazine, Rochester, N. Y.	10th
Welcome Friend, New York, N. Y.	20th
Woman's Home Companion, Springfield, O.	1st
Woman's Idea, Philadelphia, Pa.	20th
World, Chicago, Ill.	20th
Woman's Home Journal, Concord Junction, Mass.	20th
Wayside Gleanings, Clintonville, Conn.	20th
Woman's Work, Athens, Ga.	25th
Woman's Home Monthly, St. Louis, Mo.	25th
Woman's Farm Journal, St. Louis, Mo.	25th
Welcome Guest, Portland, Me.	25th

EVERY man who advertises should read other advertisements. He should train himself in this line. He should be familiar with the tone of every advertiser in the town where he lives, and with as many outsiders as he has time and chance to study. The most successful men in any line of work are those who know best their own special ropes.



FOR A BUTCHER'S AD.

A Far West View.

SAN FRANCISCO CHRONICLE.

It may be high praise, but in my opinion THE NEW YORK TIMES Saturday Review of Books and Art is better suited to meet the wants of the general reader than any of the special literary papers. For the merely nominal price of \$1 a year it gives a large amount of the freshest literary news and comment. In twenty-four pages it furnishes a London letter by W. L. Alden, the well-known humorist, who discusses English literary news with much pungent wit; a special article by a well-known writer on a famous old book worth re-reading; reminiscences of writers and artists, and a mass of reviews of new books and discussions of literary topics that are extremely entertaining.

Several pages are often devoted to short letters on some topic of general interest, and from these one may get an excellent idea of the public estimate of popular writers and artists. This is a newspaper method which would probably be held in contempt by the regular magazine editor, but any device is allowable which stimulates interest in good books, and it is this stimulus which THE TIMES Saturday Review furnishes. The busy man or woman has not much time to spend in reading elaborate reviews, but if a guide to the whole field of literature is needed, none can be found better than this unpretentious Saturday Review.

SPECIAL OFFER TO PRINTERS' INK
READERS :

The New York Times Saturday Review of Books and Art until January 1st, 1900, for one dollar.

The Modern Bicycle

A COMPLETE
REFERENCE BOOK
FOR RIDER,
DEALER AND MAKER.

160 Pages.

150 Illustrations.

A History of the Bicycle
from 1816 to 1899, showing
the Improvements
Made, Discarded and Re-
tained up to the present
time.

"Never before has any newspaper gone so extensively and thoroughly into the design and construction of the bicycle as The Commercial Advertiser has done in the 160 pages which go to constitute this compact volume. The practical value of the volume can not be questioned. The book is one, as its publishers justly claim, which should be read and preserved by every rider, dealer and maker of a bicycle."—THE WHEEL, N. Y.

"The Modern Bicycle" will be sent, post paid, on receipt of **25 cents.**

There is a wealth of information which it will be a pleasure to have in so convenient a form.

C. W. DICKERSON,
Prest. Sterling Cycle Works.

We desire to congratulate you upon having produced a very instructive and useful book to any one interested in cycling or the history of this great industry.

W. G. C. HUMES,
Adv. Mgr. Pope Mfg. Co.

We find it a very comprehensive little book relative to the cycle industry.

T. M. RICHARDSON,
Asst. Mgr.
Monarch Cycle Mfg. Co.

It contains interesting matter which we shall be pleased to examine carefully.

C. E. LOZIER,
H. K. Lozier & Co.

We congratulate you on the good work you have so successfully accomplished.

MCKEE & HARRINGTON,

The Commercial Advertiser

PUBLISHERS

29 Park Row, New York

WHY I USE THE AMERICAN NEWSPAPER DIRECTORY.

I have for many years welcomed the American Newspaper Directory as a reliable reference book. Each edition has brought to me some new light in the line of newspaper information which has assisted me in my dealings with newspapers.

I particularly value Rowell's American Newspaper Directory for the reason that it gives, besides the usual descriptive information about a newspaper, a record of its circulation ratings for several years past, and thus enables me to judge the present and the future of a paper by taking note of what its past has been.

When an advertising solicitor approaches me for an advertising contract for a paper which he asserts would be profitable for me to use, I reach for the American Newspaper Directory and examine the circulation quotation accorded to the paper in question. The representative of the paper is always pleased with this first step if his paper is one that has furnished the American Newspaper Directory with an annual detailed statement of circulation. If I find that the paper has a clear record in the Directory, as far as its circulation is concerned, I am then willing to learn more about it, and should I be convinced that it is the kind of a paper I ought to use, the solicitor gets my order.

On the other hand, should my applicant be the representative of a paper whose publisher has not furnished the Directory with figures for an actual rating in Arabic figures, my attempt to ascertain its quotation in the book is sure to be commented upon, with objections and explanations which my experience has taught me are as a rule better calculated to mystify than to instruct me.

Here is about the substance of a conversation I recently had with a representative of this class:

"According to the American Newspaper Directory your paper has not for many years had so much as one-half the circulation you claim, and for the past year nothing appears to have been made known by the publisher concerning its actual issues. Here is the quotation of your paper: 'Circulation accorded H from 1891 to 1895. In 1896, H. In 1897, V.' By referring to the key in front of the book I

see that H means exceeding 2,250. The rating for 1897 is Y, which means that no information concerning circulation was furnished by your office to the publishers of the Directory."

"In fact, our office never furnished Rowell with any such figures. *We have never been able to obtain a correct rating in that directory, because they always want us to advertise in the book and we would not do it. That is the reason why. We have the largest circulation in our town."

"But I don't quite see that. Here is another paper in your town that is rated exactly according to the publisher's own statement year after year. Here is its quotation: 'Circulation accorded in 1895—daily 4,566, Sunday 7,834, weekly 4,705. Actual average during 1896, daily 5,017, Sunday 7,788, weekly 4,521. Actual average during a year ending with November, 1897—daily 4,754, Sunday 7,411, weekly 4,302.' The Directory states on its first page that every publication from which a signed and dated yearly circulation report was received, showing the average issue to have been at least 1,000 copies, has a circulation rating in Arabic figures. By this I judge your neighbor has supplied the Directory with correct information and obtained an accurate rating. The Directory does not lay other conditions for obtaining a rating in Arabic figures."

"The rating accorded to the other paper is about as unreliable as the one accorded to ours. They do not print one-half as many copies as we do."

"Well, then, somebody is lying. I pay the publishers of the American Newspaper Directory a certain sum every year in order to obtain reliable information concerning newspapers and get the benefit of their experience and researches in that line. If I am being imposed upon by Geo. P. Rowell & Co. I would like to know it. If you will bring me a circulation statement such as the other paper in your town furnished Geo. P. Rowell & Co., and a letter from your publisher stating how and when the American Newspaper Directory disregarded his truthful statement, you will have both my business and gratitude, and I shall know that the American Newspaper Directory is not to be relied upon."

My visitor agreed to do this, but never came back with the documents asked for.

I have also found the American

Newspaper Directory quite helpful in making selections in a town or city where several daily and weekly papers are published. A new edition (September, 1898) lies before me at this time.

By looking over the Indianapolis dailies I find this:

Journal—Circulation, largest ever accorded was in 1892—daily 13,841, Sunday 10,578, weekly 15,540. Actual average during 1896—daily 13,526, Sunday 12,234, weekly 5,963. Actual average during the first six months of 1897—daily 12,317, Sunday 12,060, weekly 5,358.

News—Circulation, accorded 32,215 in 1895. Actual average during 1896, 36,685. Actual average during 1897, 35,928.

Sentinel—Circulation, largest ever accorded was in 1894—daily 20,000, Sunday 22,000, weekly 31,000. In 1896—daily F, Sunday F, weekly D. In 1897—Y.

Sun—Circulation rating has varied from F in 1891 to J in 1895. Actual average for 1896, 12,202. In 1897, Y.

The *Journal* and the *Sentinel* are published in the morning and the *News* and *Sun* in the evening.

I want to select one morning and one evening paper in Indianapolis that will reach the most number of people in that city, and I also want some knowledge about them that will convince me of their respective merits as mediums for my advertising.

By comparison I find that the *News* is entitled to the first place on my list for three reasons: 1st. Its circulation has always been told by the publisher accurately, as far as the Directory record will go—namely, from 1895 to 1897, inclusive. 2nd. It is accorded a larger circulation than any other daily in Indianapolis. 3d. The Directory information is supplemented by a short article over the publisher's signature that supplies me with such other information about the paper as I would like to have.

The *Journal* is the next paper to draw my attention, because it is the only morning paper whose circulation has accurately been made known for several years successively and because it has the largest morning circulation in the city.

The *Sentinel* and the *Sun* do not appeal to me as desirable mediums for my advertising.

In the case of the *Sentinel* I notice

that the publishers have not made known its circulation since 1894. In 1896 the editor of the Directory puts the circulation of the daily and Sunday *Sentinel* at F (between 7,500 and 12,500), which shows a noticeable decrease from the publishers' claim for 1894, daily, 20,000, Sunday, 22,000. If the Directory estimate for 1896 were an error, it was the privilege of the *Sentinel* to supply the editor of the Directory with the requisite information and obtain an accurate rating for 1897, according to the declaration of the editor of the Directory in the front part of the book. But they do not take advantage of this offer. They "withhold information," and apparently prefer the F rating for 1896 and the Y rating for 1897 to the actual figures they might report in order to secure a rating in plain figures. This, I take it, is probably for reasons more satisfactory to themselves than would be to the person making use of the directory.

The case of the *Sun* is quite similar to that of the *Sentinel*. From 1891 to 1895 they have been absolutely silent about circulation. The only circulation report from the publishers covered the year 1896, showing the average for that year to have been 12,202. It seems to me that had the circulation of the paper in 1897 been at least as high as that in 1896 they would not be content with Y for a rating for that year. Hence it probably is safe to suppose that the withholding of recent information about circulation is a sign of a decrease rather than an increase.

In a good many other cases I have found that the chain of yearly ratings in the American Newspaper Directory furnish material for study, and they come to be helpful at a time when an advertiser has to make judicious selections among a multitude of newspapers in order to invest his appropriation where it will do most good.

In my experience with newspapers and the American Newspaper Directory I have found that reliance on Directory ratings has always put me on the safe side and has been the means of saving many dollars.

A. A.

"WHEN times are dull and people are not advertising," says John Wanamaker, "is the very time that advertising should be the heaviest." Ninety-nine out of every hundred merchants advertise most when there is least need of it, instead of looking upon advertising as the panacea for their business ills.—*New England Editor.*

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

I am in receipt of another large lot of advertisements from Mr. H. W. Speer, advertising manager for Messrs. Bentley, Bass & Co., Temple, Tex. Mr. Speer is still doing good work for his concern. I will reproduce here the reduced copies of two or three of the headings to his recent double-column advertisements :

DOLLAR OXFORDS

That wear and look well and stylish are here. Improved machinery, quantity purchases for cash down, with cash selling, makes it possible.

JUST A DOLLAR for H. B. Shoe Co.'s brand, heel, or spring heel, any size.

THE BETTER ONES on up to "BOITON'S" \$2.50, \$3 and \$3.50 beauties are here too.

In fact, we are nicely equipped for meeting nearly every reasonable shoe want.

Monday Towel Day

4 big lots—1,000 towels in all—prices cut like this:

8½-7½-6½-5c each	MONDAY,	4c
15 and 12½ cts each.....	MONDAY,	9c
17½ and 20 cts each.....	MONDAY,	12c
22½ and 26 cts each	MONDAY,	16c

MONDAY only. This is our bid for your Towel Trade. Our profit will come from your better knowledge and larger buying of our bargains in Shoes, Hosiery and other Departments.

It's easy
to match these prices

It's hard
to match these qualities

Brisker business brings bigger, better buying. Better buying, better bargains. The proof of all is here. Just a word: In rounding up bargains we never forget "Quality." Prove us this week along these lines.

* *

Hecht's Stores, 519 South Broadway, Baltimore, Md., recently got our very nice folder on Hecht's Royal Blue Serge. The folder was printed on blue paper made as nearly as possible the color of the serge. On the inside of three pages were pasted sheets of white showing illustrations of the suits with a general description

and prices. The store makes a very strong talk about the value of the suits and guarantees to give the money back if the same \$10 suit can be purchased elsewhere for \$15. The matter which may be interesting to some of the readers of PRINTERS' INK, I will reproduce here.

HECHT'S \$10 "ROYAL BLUE" SERGE.

We have brought out our "Royal Blue" Serge for those who want quality—want fast color—want a suit that they can put on at the beginning of the season and wear it every day—to the end.

It would be an interesting story to tell were we disposed to tell it—how we contracted to take and took thousands of yards of this fine hard-twisted silk and wool serge—after testing its color with acid—and securing the exclusive sale of it in two cities. We had to have a serge we could guarantee unreservedly—as to color, and we've had them made up by our own tailors—finished more thoroughly than we or anybody have ever before tailored them. And the result is we can say—if you can find as good a suit—as perfect fitting a suit for a cent less than \$15.00, bring ours back. The weave will withstand every trial of service. We put a guarantee on that part which says "a new suit for any that doesn't wear well."

"Royal Blue" serges are made in two styles—single and double-breasted. The single-breasted styles have hand padded long roll collars. The double-breasted coats are fuller and have large lapels. You may have the pants to suit you—narrow if you wish, or medium width if you're conservative. Both styles are made with stylish full back, and both fit as all Hecht's clothing fits. We will "charge" any purchase made, and let you make your own terms as to payment.

Feel the sample of the serge attached.

HECHT'S RELIABLE STORES,

519-521 SOUTH BROADWAY,

OPEN LATE AT NIGHT.

* *

A recent issue of the Chicago *Dry Goods Reporter* had an editorial which strikes a keynote in the life of the business man. It is entitled "Don't Worry—Work." I do not believe that work will ever hurt anybody, but I know a good many nervous, irritable men whose business, health and fortune have gone to ruin through worry. I know it is taking a good deal of valuable space in this department to reproduce this editorial, but nevertheless I am going to reprint a good part of it. If business men, and particularly retail storekeepers, would do less

worrying and more work, it would improve things generally.

When the Spanish fire on San Juan Hill became terrible and almost unbearable, some of the rough riders in that gallant charge began to swear. Colonel Wood, with the wisdom of a good leader, called out amid the whistle of the Mauser bullets: "Don't swear—fight!" The advice is good for other places than the battlefield. Translated into the language of everyday business life, Colonel Wood's order means: "Don't worry—work." Don't waste energy in swearing, but take the time to shoot straight. Don't waste strength in worrying and fretting, but save it all for work—intelligent, thoughtful, unremitting work. That is the sensible policy that wins victories in trade as well as on the battlefields.

Steady, dogged, concentrated work solves most of the problems of life. Fussy, fretful, timorous worrying only increases the difficulties ahead and robs one of the power to clear the real obstacles out of the path. The practical business man, familiar with all the details of his establishment, with a purpose directly ahead of him, and with a determination to reach that purpose, is the man who wastes no energy or time in worrying. He reserves all his strength to be coined into industry. He fritters away none of life's precious heart beats in futile worry, but saves them all to be applied in productive work.

Concentrated, well organized, carefully conducted work, nine times out of ten means success. Fussing and fuming and worrying over conditions, or competition, or this thing or that thing, merely consume so much vital force that should go into useful work. Every man possesses a certain amount of vital energy or life to spend in activity of brain or hand or otherwise. He may waste it in worry, or he may use it in profitable work; he may consume it in drinking and excesses, or he may invest it in building up a great commercial establishment; the point is that whatever he uses in the one way he will not have for use in the other way.

The coming year offers to American merchants probably the best opportunity for profitable trade since the closing of the civil war. The chance to make money is here; it is only a question of knowing how. The man who can see the opportunity and make himself the master of the favorable conditions that now surround all merchants is certain of large profits during this fall and the whole coming year. The time has arrived when the foundation can be laid for future fortunes and business supremacy. But now, as in the past, fortune reserves its favors for those who know how to make the fullest use of their strength and resources. Success awaits only those who are willing and able to work with undivided energy, tirelessly and incessantly. The man who lowers his vitality and loses sleep or his appetite from worrying over things that can not be helped can never be a winner in this day of intense competition.

If your rival seems to be forging ahead of you, don't swear and worry, but save all your breath and strength to grapple with the practical problem of how to give your customers more seasonable and attractive goods and better bargains. Keep your eyes fixed on the wants of your customers, for if you can supply these perfectly or more perfectly than any one else, there will no longer be anything to worry about. Frequent personal visits to your home jobbing market, supplemented with frequent orders for the newest weaves and patterns and specialties, will do a thousand times more good than all the brooding and grumbling you could crowd into a lifetime. Put the extra vitality into painstaking care to supply the slightest

wish of every customer, even when the order is smaller than the trouble it takes to fill it. That sort of effort builds up trade, while aimless worrying only kills trade and kills yourself. Be one of the successful merchants of the future by applying Col. Wood's advice to yourself, "Don't swear, but fight; don't worry, but work."

* *

Newsdealers very seldom advertise but once in awhile I come across a concern of this kind that has the energy and good sense to announce their business in the newspapers. For the benefit of other dealers in this line I will print the letter below and two of the number of advertisements which accompanied it.

THE WEST END NEWS AGENCY,
John E. Gray, 320 Main St.
WEST EVERETT, Mass.

Charles F. Jones, New York:

DEAR SIR—I have been an interested reader of PRINTERS' INK for some time, particularly your department. I am in the news business, and as I do not very often see samples of advertisements of that particular business in PRINTERS' INK, I wish to impose on your good nature by sending you a few samples of my ads for your criticism. You will see by the size of ads what my space is. These ads are run two issues each of a weekly paper. I use two local papers, ads same size, and run different ads in each paper. Thanking you in advance, I remain, respectfully,

JOHN E. GRAY.

The West End News Agency

is the authorized subscription agency for the *Ladies' Home Journal*. The best ladies' magazine in the country. \$1.00 per year. Call and see us! Save writing to publishers. Save postage and save chance of loss of money by mail. Send us your renewal for the coming year.

J. E. GRAY,
320 MAIN STREET, WEST EVERETT.

LEGAL NOTICE.

To Whom it May Concern:

Be it known by this advertisement that the West End Railroad Company do not prohibit smoking on the open cars now running on the West Everett line, also that the best cigars obtainable for the money can be bought at the

WEST END NEWS AGENCY,
320 MAIN STREET,

West Everett. Also, that these same cigars may be used on said cars without the least danger of offending the sense of smell of the most exacting person present. Also be it known that when you are buying at said store you find the largest and best selected stock in that part of the city to select from.

J. E. GRAY, Proprietor.
EVERETT, May 1, 1897.

* *

SOUTH POLAND, Me.

Charles F. Jones, New York:

DEAR SIR—I am a subscriber to PRINTERS' INK, and have been much interested in your articles on "Store Management," and have derived general benefit from them; but I am desirous of getting some advice and new ideas

as to the best way of increasing trade in a grocery business. Any advice you can offer or any suggestions you may make as regards the best means of advertising or of soliciting trade, will be greatly appreciated by me. There is no paper published in this town that I know of.

Hoping that you can suggest something of benefit, I am, very truly,
"J."

Replying to Mr. J. and a number of others who have written me, I would like to say that it is very hard, indeed, to answer general questions. I think if I had the time to do it I could devote all three pages of my department fifty-two times in the year to answering his one question, "how to increase the trade of a grocery store?" I can give here, of course, a few general remarks, but general remarks are not very satisfactory answers to any questions. If you want me to be of assistance to you, do not ask me a question that covers the whole system of doing business. Read PRINTERS' INK from cover to cover every week. If you keep this up for a few years you may here and there get points which, when all put together, will thoroughly answer such a broad question. To tell in a general way how to increase the trade of a grocery store, I would have to talk about the buy-

ing of the goods, the clerks, the show windows, the management of the store, the advertising and everything else about the business. Then again in Mr. J.'s case, I would have to talk without knowing any of the particulars about the business to which he refers. The remarks that apply to one business would not apply to another where the circumstances may be different. Please in writing to me, if you want me to give you real serviceable advice, tell me the circumstances of the case just as fully as you know them, and confine your question to some particular thing about which I can give an answer without having to write more than a column in this department. As Mr. J. states there are no papers published in his town, the next best methods that he can use for advertising his store would be by personal solicitation or by circulars, etc. There are very few grocery stores in small towns that do any advertising at all, and no matter how crude Mr. J.'s methods may be, I believe they would help him, because they will make his store stand out in comparison with the other stores doing nothing.



SUITE 101, WORLD BUILDING,
NEW YORK.

The dentist knows better than you do which one of your teeth needs the most attention. Often the one you think the soundest is the one that really aches.

Your years of close contact with the advertising of your business may have dulled your sensibility to the real condition of things. Here is where my experience comes in. If you will let me look into your affairs I may be able to discover the real difficulty that you have overlooked. My daily work of examining many businesses makes me skillful in picking out flaws and telling how to correct them.

I have several booklets and specimen sheets of advertisements, which I will gladly send free to business men, who desire particulars about my methods and charges for any kind of business service, or about my ability and experience as a writer and illustrator of advertising matter.



IN SUSPENSE!

Many an advertiser after placing his first ads and exhausting his appropriation, has an anxious time waiting in suspense for results.

Many a time he waits in vain for them too, and after a lot of suspense he has to suspend his advertising and his business also.

This is generally the result when little or no attention has been paid to the choice of mediums.

It is better not to advertise at all than to advertise recklessly—ignorantly—blindly.

Try the proven papers—those that have always brought results to others, and they will bring results to you.

There are over a million well-to-do homes in the prosperous Middle West that are reached every week by the 1,500 papers comprising the

CHICAGO NEWSPAPER UNION.

It will pay advertisers to give them a good trial.

Write for rates to either office:

***10 Spruce St.,
NEW YORK.***

***93 So. Jefferson St.,
CHICAGO.***

F. JAMES GIBSON.



Mr. F. James Gibson, advertising manager of Vantine's, was born at Whitby, Ontario, Canada, in 1858. He received his education in the Whitby High School, now the Whitby Collegiate Institute. Unlike other successful advertising men, he did not graduate into the advertising field from newspaper life. On the contrary, his training prior to engaging in advertising work was almost entirely a commercial one. After a preliminary experience in office work and as a traveling salesman he engaged, when still a very young man, in the manufacturing business in Toronto, Canada. Mr. Gibson's particular duty in connection with this business was to travel on the "road" and "place" the firm's goods. During this period he visited more or less frequently nearly every town and village in the Dominion and acquired that knowledge of human nature and the art of salesmanship which have undoubtedly been of great service to him as an advertiser. It is Mr. Gibson's opinion that the better a salesman a man is the better advertiser he will make, other things being equal. Finding the comparatively small Canadian population too limited for his ambitions, he abandoned his business and found his way to the United States. After a number of ups and downs he turned up as superintendent of salesmen and advertising manager for the Diamond Starch Co. of New York. From there he went to Baltimore as advertiser for a large proprietary medicine house. Returning to New York he secured his present position with

Messrs. A. A. Vantine & Co. Under Mr. Gibson's management the advertising of this old and well-known house has not only retained its previous points of merit but has been vastly improved. It is said that he is one of the most popular advertising men Vantine's has ever had, and that, owing to this fact, he secures a degree of hearty co-operation to which few men in similar positions have access.

To Mr. Gibson is due the formation of the Sphinx Club, an association of New York advertising men who meet monthly to discuss interesting questions in their calling and to partake incidentally of a collation. The club has been a great success, and Mr. Gibson has worked hard to make it so. The leading lights of the journalistic world have at times addressed it, and everywhere it is voted an excellent idea. The idea itself is so simple and good that people usually wonder why no one ever thought of it before. It had, however, been a pet project of Mr. Gibson's for a long time.

The latest achievement of Mr. Gibson was his winning of the PRINTERS' INK Loving Cup this year. PRINTERS' INK desired to discover just how it was regarded by its readers, and offered a beautiful solid silver loving cup to that pupil who should best express the appreciation in which it is held. Mr. Gibson's testimonial reading: "American advertising is the best in the whole world; PRINTERS' INK has made it what it is," carried off the prize over dozens of competitors—many of them the foremost advertising men of the day.

While it is generally known to Mr. Gibson's friends that he is a Canadian by birth and "proud of it," it is not so well known that through his mother he comes of fine old New England stock, being descended from the Boston family of Warren of revolutionary fame. It may also be interesting to record that he is a 32d degree Freemason, as well as Chief Ranger of Court "Canada," I. O. F., New York City.

In Mr. Gibson's present position at Vantine's he has won golden opinions. He is a man of ideas, and has put them successfully into practice. He believes religiously in the value of daily papers and is one of the most enthusiastic advocates of special positions. He does not believe, however, that the best special position for Vantine's ads is next to reading matter,

but next to department store ads, which, he contends, are read far more attentively than ordinary reading matter by the ladies. He also believes that newspapers are neglecting a great field for news by not publishing items about great mercantile establishments in the same manner as they do about theaters. In his opinion such items would interest a far larger and more varied audience than does the relation of the doings of theatrical folk.

Mr. Gibson's resemblance to Daniel Webster has often been remarked. The likeness probably ends there, for instead of being a talker, Mr. Gibson is a worker, and a tireless one at that. But his energetic life has not at all stunted the growth of those social qualities which make men pleasant companions, and his society and conversation are consequently enjoyed by all who have had the good fortune to come into contact with him.

POOR LOWELL !

The J. C. Ayer Co. of Lowell (Mass.) did a novel bit of advertising recently at the meeting of the North Middlesex County Fair in that city. At 3 o'clock in the afternoon there was a balloon ascension, and when the balloon had attained a considerable altitude 10,000 advertising circulars in the form of telegrams were thrown overboard and fluttered slowly about the heads and into the hands of the thousands of waiting people below. Then followed a scramble among the spectators who had captured one of the circulars to get them to the offices of the company and receive a cash prize. There were 28 prizes for men and the same number for women : to the first to deliver a circular, \$20, to the second \$10, to the third \$5, and to the next twenty-five \$1 each.

There were two special circulars, on which were printed, "Ayer's," the sarsaparilla that made sarsaparilla famous, and "One thing is certain, Ayer's Hair Vigor will make hair grow," respectively. The persons who secured these two circulars and presented them at the office received \$10 each. There was great hustling to get to the office of the Ayer Company first. Horses and bicycles were used, while many small boys depended upon their legs to win prizes for them. The event was advertised a long time in advance by ads three-quarters of a column deep and three columns wide in the Lowell papers.

THE BOOKLET.

In many cases the booklet is the only representative a firm sends out, so that the prospective customer who receives it has no other means of forming his opinion than this important little messenger. It has been said that the clothes a man wears are an indication of his character, and it is true that we are very apt to form our opinion of him by his garb. In like manner the booklet becomes the medium through which the reader arrives at an opinion of the goods and the men who make them. If it presents an attractive appearance at first sight the opinion of the reader has been started on a favorable track, and each page perused, provided it is well written and illustrated, has a decided effect in confirming the first bias of the mind.—*Art in Advertising.*

THE PATENT MEDICINE AD.
Editor Folsom, of the Brunswick (Ga.) *Daily Times*, thus bewails the existence of the patent medicine ad :

The pestilent patent medicine ad,
That is what makes the make-up man sad ;
Top of the column and always next
To pure reading matter, that is the text
Of every contract, little or big—
They give you blazes if you renig—
That is what drives the editor mad,
The contract position medicine ad.

He writes a leader, his heart feels glad—
Forgets the patent medicine ad—
He roasts a rival in language warm—
Forgets there's so much space in the form—
He lets down pungent paragraphs fine—
Forgets those remedies, so much a line—
The paper is printed and there, begad !
Top of each column a medicine ad !

Then comes with a poem, a long-faced lad—
Knows nothing about the medicine ad—
Polishes scanning and counting the feet,
Rhythymical syllables nice and neat ;
Editor takes it and praises it much,
Places upon it a finishing touch ;
Author sees it—ah, don't he feel bad ?—
Mingled and mixed with a medicine ad !

The lady contributor has a pet fad—
Ignorant she of the medicine ad—
Asks that the paper may give it space
And print it sure in a prominent place ;
It appears next day with all of its frills
Interpolated with Quack's liver pills !
And all the religion she thought she had
Is lost through a patent medicine ad !

THOSE "WANT" ADS.

"Do you think these ads in the 'want and 'for sale' columns of the daily papers pay?" was asked of me this last week. The ads meant were the ads that are placed in the want columns of the daily papers and read something like this :

WANTED—1000 men and women to buy Jones \$3.00 shoes.

I don't think they are any good at all as an advertisement. The people who read the want columns are not looking for shoe advertisements, but for a chance to get work, and are not liable to pay much attention to any other kind of ad. An ad of this kind won't reach an average over one in ten of the readers of any paper. The people that will make a merchant good customers never read the want columns. The class of people who do read them are not the kind of people it pays a merchant to advertise for. Consequently it strikes me that it is money wasted in advertising to these people; money that might have been employed to better advantage.—*Shoe and Leather Gazette.*



FOR A TOBACCONIST'S AD.

A CLOUD

of Falsehood

No Larger than a Man's Hand

At a place of publication casts an immense shadow and keeps people at a distance in the dark.

DO NOT BE MISLED into placing advertising contracts based ON CIRCULATION AFFIDAVITS.

THE

San Francisco CALL

offers you a "simple statement of fact, unencumbered by obstructing accumulations of metaphor and allegory."

A COMPARATIVE STATEMENT

of the number of lines of displayed advertisements during June, July and August, 1898, published in the

	JUNE	JULY	AUGUST	TOTAL
CALL,	138,838	155,722	167,972	462,532
CHRONICLE,	118,643	114,275	121,093	354,011
EXAMINER,	128,009	124,663	128,870	381,542

Excess over CHRONICLE, 108,521 Lines.

" EXAMINER, 80,990 "

Extended in a straight line this larger excess means a continuous line of advertising more than 3.85 miles in length.

3 $\frac{85}{100}$ MILES MORE ADVERTISING than ONE of ITS CONTEMPORARIES!

2 $\frac{87}{100}$ MILES MORE THAN THE OTHER!

That is the estimate placed on San Francisco papers by Home Advertisers.

THE CALL REACHES THE HOMES.

Quit paying high rates for Circulation Burned in Garbage Crematories and Pacific Coast advertising will pay.

W. S. LEAKE, MANAGER, SAN FRANCISCO, CAL.

DAVID ALLEN, Eastern Representative, 188 World Building, NEW YORK.

C. GEORGE KROGNESS, Marquette Building, CHICAGO, ILL.

(FOR DISTRICT WEST OF PITTSBURG.)

WHO DO THE BEST ADVERTISING?

In PRINTERS' INK of July 27 a blank was printed asking readers to indicate three, four or six advertisers who, in the opinion of the writers, did the most meritorious advertising; and then to choose from this number the one that appeared to the reader to be the best of those originally selected, giving at the same time the reasons for considering him pre-eminent. Among the replies sent in are the following:

Ed M. Swazey, of Reddings, Cal., mentions best advertisers as Pears' Soap, Regal Shoe, Redfern Binding.

H. E. Harris, of the *Herald*, Utica, Ohio; mentions best advertisers as Cottolene, Hires' Root Beer, *Saturday Evening Post*, Cleveland's Baking Powder, Ferris Hams, and awards palm of superior excellence to Hires' Root Beer, because no one can help seeing it, and seeing, no one can fail to be convinced that he ought to try it. He considers "Pears'" too extravagant in cost, compared with convincing argument; Prudential very good, but doesn't say enough; Ivory Soap takes too much for granted.

Isidore Gomperts, 20 North Main street, Pittston, Pa., mentions best advertisers as Pears' Soap, Royal Baking Powder, Battle Ax Plug, Ripans, and awards palm of superior excellence to Ripans, but thinks Pears' Soap best in magazines.

J. H. Livingston, of the *Reformer*, Bennington, Vt., mentions best advertisers as Paine's Celery Compound, Battle Ax Plug, Pears' Soap, Ayer's Sarsaparilla, and awards palm of superior excellence to Paine's Celery Compound, because "by their fruits ye shall know them."

Bird Collins, of Main & Locust streets, St. Louis, Mo., mentions best advertisers as Battle Ax Plug, Paine's Celery Compound, Ripans, Pears' Soap, Chattanooga Medicine Co., and awards palm of superior excellence to Chattanooga Medicine Co., because of neat, attractive display and plain talk on their subject.

Robt. M. Offord, of Passaic, N. J., mentions best advertisers as Sapolio, Royal Baking Powder, Cleveland Baking Powder, Ripans, and awards palm of superior excellence to Sapolio.

Alfred Wood, of the *Evening Telegram*, Toronto, Canada, mentions best advertisers as Wanamaker, Pears' Soap, *Ladies' Home Journal*, Ripans, Munyon, Scott's Emulsion, Dr. Pierce and Ivory Soap, and awards palm of superior excellence to Wanamaker, because: "I believe the Wanamaker style of advertising could be applied with profit to every business—any business. While I think Rogers, Peet & Co. do the best clothing advertising, I am of the opinion that it is a departmental imitation of the original creation of the Wanamaker style—perhaps, to coin a comparison, an 'improved imitation.' I believe that the merchants of America send many dollars every year to Philadelphia—subscriptions to papers which publish the Wanamaker ads. I take a Philadelphia paper for this sole purpose, and I know of three merchants in Toronto who also do so. I stopped taking the *Press* when it lost the Wanamaker contract some time ago."

Jas. F. Ryland, of Box 545, Richmond, Va., mentions best advertisers as Ivory Soap, Pearline, Quaker Oats, Pabst, Sozdont, Pears'

Soap, Prudential Insurance Co., and awards palm of superior excellence to Ivory Soap, because of variety and attractiveness.

Chas. A. Farrington, of 115 Broadway, New York City, mentions best advertisers as Rogers, Peet & Co., Pears' Soap, Wanamaker, *Ladies' Home Journal*, and awards palm of superior excellence to Rogers, Peet & Co.

C. Linn Wheeler, of Portland, Ore., mentions best advertisers as Ripans, Battle Ax Plug, S. H. & M., Ivory Soap, Dr. Pierce, Columbia Bicycle, and awards palm of superior excellence to Ripans, because ads are always put to date, attractive and with sound sense in every line. They invariably use illustrated ads of the highest standard.

Theodore H. Harlow, of 109 Columbia street, Dorchester, Mass., mentions best advertisers as R. & W. Jenkinson Co. (Stogies), Scott's Emulsion, Williams' Shaving Soap, Paine's Celery Compound, and awards palm of superior excellence to Scott's Emulsion, because of uniformity of style without sacrifice of originality.

J. R. Cavanagh, of Indianapolis, Ind., mentions best advertisers as Ivory Soap, National Cloak Co., Sapolio, Battle Ax Plug, and awards palm of superior excellence to Ivory Soap, because of originality of illustrations and wording, making the goods advertised prominent and not the name of the manufacturer.

Mark C. Steinberg, of 205 North Fourth street, St. Louis, Mo., mentions best advertisers as Ripans, Sapolio, Printers Ink Jonson, Pears' Soap, Prudential Insurance Co., and awards palm of superior excellence to Pears' Soap, because they are original in design and very attractive.

Virgil A. Geiger, editor *Truth*, of Churubusco, Ind., mentions best advertisers as Battle Ax Plug, Siegel-Cooper & Co., California Fig Syrup, Swift Specific Co., and awards palm of superior excellence to Swift Specific Co., because the ads are bright and to the point.

Ben F. Jacobs, of 4110 Maryland avenue, St. Louis, Mo., mentions best advertisers as Ripans, Malt-Nutrine, Hood's Sarsaparilla, Pears' Soap, and awards palm of superior excellence to Pears' Soap, because the ads catch the eye.

Ralph Zoop, of 1226 Hickory street, St. Louis, Mo., mentions best advertisers as Quaker Oats, Fairy Soap, Cascarets, Scripps-McRae League, Battle Ax Plug, Drummond Tobacco Co., and awards palm of superior excellence to Drummond Tobacco Co., because of its "up-to-date phrases."

A. T. Dietz, of the Pettibone Bros. Manufacturing Co., of Cincinnati, O., mentions best advertisers as Sapolio, Ivory Soap, Jno. Wanamaker, Battle Ax Plug, and awards palm of superior excellence to Sapolio, because it invariably secures a prominent position; because nearly every ad is specially constructed for the particular medium in which it is placed, thus being particularly effective; because Sapolio is exactly what it is claimed to be.

John R. Griffith, of the *Chronicle*, St. Louis, Mo., mentions best advertisers as Sapolio, Wanamaker, Rogers, Peet & Co., Anheuser-Busch, and awards palm of superior excellence to Rogers, Peet & Co.

FAR FROM IT.

It is worth while to take a shot at the old foggy idea that the advertising cost must be added to the goods. Far from it. Advertising makes big operations possible, and big operations materially reduce fixed expenses. In fact, the liberal advertisers all over the country are the men who give low prices, and yet make the most money for themselves.—*Cincinnati (O.) Commercial Tribune*.

THE WAR RECORD

MADE BY THE

Brooklyn Daily Eagle

Every live newspaper in its own way has been more or less of a factor in assisting the Government in the carrying on of the war.
These are some of the things done by the BROOKLYN DAILY EAGLE:

Sold nearly one million dollars of Government War Revenue Bonds;

Supplied the soldiers of the regiments of New York State with stationery for writing letters;

Conducted a reading-room and headquarters for the soldiers at Camp Black;

Conducted a relief bureau at Camp Wikoff where supplies of all kinds were distributed to the soldiers and a staff of EAGLE stenographers wrote letters for the inmates of the hospitals;

Conducted a fund for the relief of dependent families of soldiers.

OF THE EAGLE'S WORK THE GOVERNMENT OFFICIALS SAY:

Assistant Secretary of the Treasury Vanderlip—"The EAGLE was the first newspaper of the country to come forward to co-operate with the Department in disposing of the bonds. Through its agency more than 600 subscriptions for bonds were received, amounting to nearly \$1,000,000. This is by far the best record made by any newspaper in the country acting as agents for the Department."

General Wheeler, Camp Wikoff, Montauk, L. I.: "The EAGLE is doing a great work in this camp. I have seen its work in every part of the camp and even sitting in my tent here I can see the delivery wagons going in various directions. I am pleased with the work of your paper and it shows what an aid a newspaper can be when it enters heart and soul into the work. It is doing wonders."

Major Surgeon I. C. Brown, General Hospital, Camp Wikoff, Montauk, L. I.: "I desire to express thanks to all those who, through the EAGLE, have contributed so generously to the sick soldiers at Montauk. As you know we have had much to contend with in the rush of looking after the thousands of sick men here and at times the task has seemed difficult, but with the co-operation of the EAGLE, the Red Cross and other similar agencies, we have been able to meet conditions most trying. Your paper has accomplished a great work here and if those who have subscribed for the purpose of relieving soldiers could have seen their gratitude, I am sure they would have felt repaid tenfold. I wish you would also express thanks to the EAGLE correspondence staff, who have assisted the men in writing home. This was a unique work, but none the less as praiseworthy as the distribution of supplies."

Surgeon R. G. Ebert, Detention Hospital, Camp Wikoff, Montauk, L. I.: "Before we abandon the Detention Hospital I desire to express thanks to the Brooklyn EAGLE and its corps of helpers who have done so much for the regular soldiers at this camp. I personally feel grateful for the many kind deeds of those who have had charge of the relief and supply work here, and I feel that the troops thank you a thousand times more. Let me express my gratitude also to those who through the EAGLE have opened their hearts for the care of the regulars. It is to them as well as to your paper that the soldiers in this camp, both the well and the sick, should feel lasting gratitude."



A PICTURE used in electrical journals by the Farr Telephone and Construction Supply Company, of Chicago, to illustrate that "Farr telephones are so simple that even children can use them."

HISTORICAL.

The daily newspaper of the present day can trace its rise directly to the manuscript letters sent by regular paid correspondents from London to the provinces, beginning with the days of the early Stuarts. During the English commonwealth these began to be printed in type and distributed in large numbers. The restoration of the Stuarts put an end to this form for the time. Until 1680 the law of libel was sufficiently outrageous to be characterized by Judge Scroggs as making any newspaper publication illegal and tending to provoke a breach of the peace. Some twenty years before, Roger Lestrange was intrusted with the publication of an official organ and given power to suppress all his rivals. He was not only the owner of one paper which had a legalized existence, but he was a spy seeking to destroy all who ventured to publish anything in competition of him. And as the penalty enforced was nothing short of hanging, his monopoly was a real one.

It is at this time that the reporter first comes into being. Though the owner or manager of any paper was called its "author," as he actually was in a real sense, still he had to have some assistance and this most useful of newsgatherers found his first occupation in being present at the trials in the law courts for reprint in his sheet. Among the first men whose fame has come down to us to take up journalism as a profession, Defoe, the author of "Robinson Crusoe," is to be mentioned. His paper was called the *Review*. His "esteemed contemporaries" were such forgotten personages as hide behind the names of Tutchin and Les-

lie. Tutchin was hauled into court and there gave some testimony which is instructive. His weekly, the *Observer*, cost half a guinea to print, though the typesetter eventually raised his price to 20 shillings. Just what it was that made up a "leading newspaper" in the early eighteenth century may be guessed from the fact that his *Observer* had a sworn circulation of 266 copies. He was followed by the extended list of British essayists in the *Tatler*, the *Spectator* and all the rest during a long and well-described series of years. These publications it was that took away the earlier odium which clung about the Grub street origins of the press, since Steele, Addison, Johnson and their followers were frequent court favorites. And yet it was a time of subsidizing papers for political reasons, making the English what the German journalism was to be under Bismarck, a "reptile" press. Later, in 1760, the London *Morning Chronicle* began a life which has lasted until the present, and in 1788 the *Times*, at first with the title of the *Universal Register*, came into being. The latter employed the first foreign correspondent in the person of Henry Crabb Robinson, and succeeded in "scooping" the government itself in the news of the battle of Waterloo. With these came the "editor" in the modern sense of the word. And he came to stay.—*Newspaperdom*.

THE man who is afraid of making mistakes is not the man to win in the industrial battle. Foolhardy adventure will not win; neither will supine sitting still awaiting for something to turn up.—*Agricultural Advertising*.

W. N. Haldeman,
President.

Henry Watterson,
Editor.



Louisville

is to Kentucky what Paris is to France.

Kentucky is to the Southern States what Prussia is to Europe.

What Horace Greeley used to be to the people of the Northern States Henry Watterson is to those South of Mason and Dixon's line.

What the New York Herald is to the other papers of America the Louisville Courier-Journal is to the other papers in the Middle and Southern States.

The advertiser who would appeal to the middle and southern half of the States of the American Union has many good papers at his command, but the first of all for his consideration will be

THE LOUISVILLE COURIER-JOURNAL
DAILY.

THE LOUISVILLE COURIER-JOURNAL
SUNDAY.

THE LOUISVILLE COURIER-JOURNAL
WEEKLY (TWICE A WEEK).

THE LOUISVILLE TIMES
EVENING.

THE S. C. BECKWITH SPECIAL AGENCY.

NOTES.

MR. ADAM FAKIR is conducting a department of advertising in the *National Advertiser*.—*Our Silent Partner*.

THE Spanish-American Newspaper Company, 136 Liberty street, New York, is about to develop patent insides printed for South American weeklies and dailies.

A CORRESPONDENT OF PRINTERS' INK writes: "I believe the people who use the last page of the *Ladies' Home Journal* send more goods into homes because of it than any other single ad in any other magazine."

IT has ever been *McClure's* rule to base advertising rates upon the circulation that has already been secured, so that advertisers receive the benefit of the growth in circulation.—*From a McClure's Magazine Circular to Advertisers*.

THE following notice once appeared in a rural journal: "If any subscriber finds a line in his paper that he does not like, and can't agree with, if he will bring his paper to the office, and point out the offending line, the editor will take his scissors and cut it out for him."

SOME one has employed a leisure hour in an inquiry as to the proportionate use of letters in the printing of a newspaper. The result is as follows: e, 1,000; t, 770; a, 728; i, 704; s, 680; o, 672; n, 670; h, 540; r, 528; d, 392; l, 360; u, 296; m, 272; f, 236; w, 190; y, 184; p and g, 168; b, 158; v, 120; k, 88; j, 55; q, 50; x, 46; z, 22.—*Unidentified Exchange*.

THE Phenyo-Caffein Co., of Worcester, Mass., is about to institute a test trial to determine whether retail prices of trade-marked goods can be maintained in a court of equity when such goods are sold with notice of price restrictions, said notice being plainly printed on each package. Contributions of \$5 each are solicited from manufacturers of proprietary medicines.

PARRY & CO., manufacturers of buggies in Indianapolis, have for some time been giving away large colored wall maps of the State of New York (and perhaps of other States), in the center of which plainly, but not darkly enough to mar the map, can be read, "Parry and Co., Manufacturers of Buggies." On the upper and lower margins are pictures of some of the buggies they turn out. These maps are attractive enough to secure suspension in hotels and other public places.

THE Newsdealers', Booksellers' and Stationers' Association's convention at the Grand Central Palace in New York closed Wednesday, September 14. Questions were discussed relating to the return privilege, to systems of agreement with publishers to compel department stores to sell at a regular market price, and a recommendation was made to newspaper publishers to have the upper right-hand corner of the papers so fastened that they can be easily opened, and when once opened the papers not to be returnable.

ADMIRAL DEWEY apparently thinks that there are better names for ships of war than Harvard and Yale. He recently remarked that, since the Navy Department was giving the names of educational institutions to ships, he would follow suit. Two microscopic gun-boats captured from the Spanish, called the Callao and Leyte, he has decided to christen, and he suggests that the first be called The Philadelphia College of Physicians and Surgeons and the second The Massachusetts Institute of Technology.—*Aeronaut*.

THE issue of the Minneapolis, Minn., *Journal* for Saturday, September 10th, contains the story of the flag raising on the court house

tower in Minneapolis by the school children of Minneapolis, under the auspices of the *Journal*. This flag was purchased through the efforts of the school children by the Journal Juniors, and is now floating from the tallest flag-staff in the United States. The raising was a most unique one, speeches being delivered, national salutes fired, etc. And the *Journal* feels justly proud of the whole affair.

SOME of the heaviest advertisers in the country spend more money with the evening papers than they do with the morning sheets. The Rothschild department store in Chicago, for instance, pays the *Evening News* \$100,000 for one full page daily six days in the week for one year. It pays the *Chicago Morning Tribune* \$25,000, the most of which is spent in advertising in the *Sunday Tribune*. No other Chicago paper receives so large an amount from this store. This means that, in the opinion of this advertiser, the evening paper is the best advertising medium. That the best results are secured by using an evening paper six days in the week and a morning paper mainly on Sunday. It might be profitable to vary this programme somewhat in some instances, but it holds good as a rule.—*Los Angeles (Cal.) Express*.

HIS ADVERTISEMENT.

A certain Mr. Skiles, a suburban grocer, was asked to have his card inserted in the programme of a picnic to be given by a local secret society at a popular resort forty or fifty miles away.

"How much will it cost me?" he inquired.

"Only two dollars," replied the advertising manager.

"H'mph—only two dollars! How much space do I get for that?"

"One inch."

"H'mph—the whole of an inch! I can put any kind of an ad I want to in that space, I suppose?"

"Certainly."

The grocer took a scrap of paper, wrote his advertisement on it, handed it to the manager, and in due time the programme appeared with this card in it:

"Beverly Skiles, Grocer, No. 537 Sparkland street, pays \$2 for the use of this space. He thinks it an outrageous price, inasmuch as all the groceries for this picnic were bought at some other store."

Mr. Skiles has always maintained that he got two dollars' worth of satisfaction out of this advertisement.—*Youth's Companion*.

VERNON WISDOM.

Make one article the subject of each advertisement.

Don't use more than three sizes of type—the fewer the better.

Have several small ads rather than one big one.

Tell the truth.

Don't claim the earth.

Talk in your ad as you talk to customers in the store.

Tell them something about the goods and always put in the price.

Stick strictly to business.

Don't get tired; put new life and vigor into each ad.

Don't say: "This space is reserved for Smith;" say something.

Have your name in the ad but once; also the address.

Don't get gay, nor funny, nor poetical, nor sarcastic.

Never mention a competitor directly or indirectly.—*Mt. Vernon (N. Y.) Argus*.

TEN of New Jersey's Greatest
Stores volunteer TEN words
each of appreciation for the

NEWARK EVENING NEWS

a Two-Cent High-Class Newspaper,
with a Circulation of 42,000 daily.

We think no other advertising medium compares
with the News. DAVID STRAUS.

The NEWARK EVENING NEWS, a prime factor in our
success. L. BAMBERGER & COMPANY.

Represents the maximum centripetal force in adver-
tising, bringing great results. HAHNE & CO.

Great returns for economic expenditure ; 42,000
homes, bull's-eye every time.

AARON WARD & SONS.

Fifteen years' advertising in the News demonstrates
its incomparable value.

AMOS H. VAN HORN, LTD.

Your strong hold on your readers is what holds us.
J. MARSHALL & BALL.

The EVENING NEWS is all-sufficient for all Newark
purposes. J. C. McCURDY & COMPANY.

We might get along without the EVENING NEWS—but
how? W. V. SNYDER & COMPANY.

Our constant use of the News expresses our high
appreciation. L. S. PLAUT & COMPANY.

Our consumption of space increases annually ; our
satisfaction grows likewise. LAUTER CO.

Publication Office :
215 & 217 MARKET STREET,
NEWARK, N. J.

New York Advertising Agent :
R. F. R. HUNTSMAN,
St. Paul Building.

WHAT IS A FAIR RATE?

The advertising rate of that most excellent newspaper, the best in the country, the *Chicago Record*, is based upon a price of one-seventeenth of a cent per agate line for every 1,000 paid circulation. Everything considered, this is perhaps the cheapest rate obtainable for advertising space in a good daily paper, although a few have quoted even lower rates.

Country weeklies charge as high as one cent (or even two cents) per line per 1,000 circulation. It is usually difficult to get at a per 1,000 rate with small publications, because it seems to be the hardest thing in the world to find out how many copies they really print. It is quite common for publishers who print from 200 to 500 copies to claim a circulation from 2,000 to 5,000. Some publishers of larger papers who have been unable to grasp the truth that honesty is the best policy also still cling to the habit of claiming from two to ten times as large a circulation as they really have.

One cent per line per 1,000 actual circulation for papers printed on ordinary newspaper is about the highest and one-seventeenth of a cent about the lowest price asked and paid. The average is perhaps one-third of a cent. In dealing with small country weeklies and dailies advertisers will, as a rule, find it to their advantage to contract the necessary space for the whole year. Some papers will charge 50 cents for one inch, one insertion, and will take an order for the whole year for 52 insertions for \$2, or for 365 insertions for \$10. This might be considered a fair rate for a paper having about one thousand subscribers.

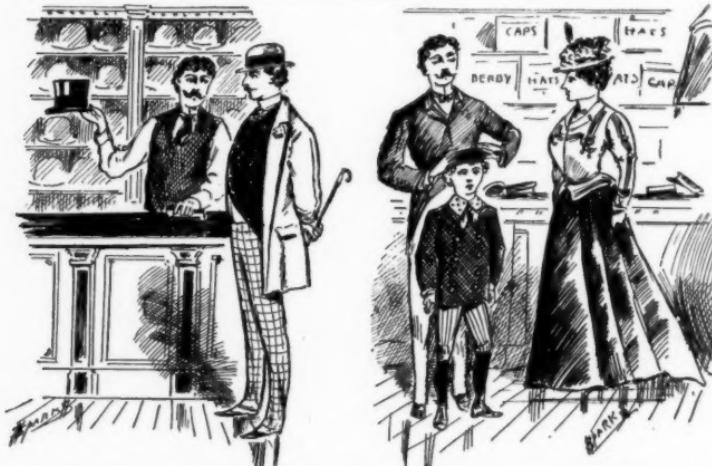
No experienced advertiser will deny that a good weekly of large circulation, of the kind that reaches the homes of well-to-do people and the middle classes, is read more carefully than the daily, and brings better returns per 1,000 circulation. Compare, for instance, a copy of a metropolitan daily with a copy of the Lincoln (Neb.) *Freie Presse*. The daily is looked over in a hurry. The German farmer and tradesman, naturally studious, takes his weekly *Freie Presse* home and reads it carefully. He has learned to give every line of the carefully edited paper his thoughtful consideration and relies on its truthfulness, knowing that even in the advertising columns no fakes are admitted.

The publisher need not worry about file copies, for copies will be found carefully preserved in the homes of thousands of readers for many months after the date of publication. In fact the greatest grievance of which our readers complained was that the absence of date lines on each page during the first years of our growth made it difficult to save the old copies.

For a paper of this kind a rate of one-third of a cent per agate line per 1,000 paid-in-advance circulation is certainly a very fair one. It would be far cheaper—considering bona fide, paid and actually proven circulation only—than the rate charged by any other German publication or any paper of equal standing printed in the English language. It is certainly worth that price, and the publishers would be justified in increasing the rate to that figure at some future time. At present the rate is but one-fifth of a cent per line for every 1,000 paid-in-advance circulation. Rates are based upon the reports of the Advertisers' Guarantee Company.—*The Imp, Lincoln, Neb.*

♦♦♦
STORE NOMENCLATURE.

Every State and Territory in the Union teams with stores designated as the "Hub," "Star," "Eagle," "Union," "Globe," and similar titles. Perhaps this system of naming deserves respect as a survival of antiquity, but it has little else to commend it. A store thus named labors under the disadvantage of a dual title. It is recognized by some under the name of its proprietor and by others under that he has given it, and thus the effect of its advertising is divided. Most of the names assumed mean nothing to the customer, for anybody may call his store the "Globe," but when a merchant has earned a reputation by many years of honorable dealing his label upon goods becomes, like his endorsement on a check, an assurance of value, not to be imitated with impunity. When the names given by dealers to their stores have the merit of descriptiveness, when they indicate in themselves the character or locality of the establishments, or when they have even originality, they are at least defensible, but the wise use their own names rather than those of abstraction or concretion.—*Clothiers' and Haberdashers' Weekly*.



SUGGESTIONS FOR ILLUSTRATING HATTERS' ADVERTISEMENTS.

San Francisco Bulletin

now issues a

SUNDAY
MORNING
EDITION

with a

Circulation
Exceeding
35,000



GUARANTEED

by the

Advertisers' Guarantee Company.

A Home and Family Newspaper.

NONE BETTER.

— FEW AS GOOD. —

Further information
from

MR. F. K. MISCH,
Potter Building, New York.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars." —Psalms cxvi., 11.

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as coming FROM HIM. It is his privilege to praise his own paper all he likes, for what is wanted is what can be said in its favor. What he does say, however, ought to be true—absolutely.

CALIFORNIA.

Los Angeles (Cal.) *Evening Express* (1).—Advertising space in the Los Angeles *Evening Express* is worth 25 per cent more than it was six months ago, and it is worth 50 per cent more than it was one year ago, and it is worth this advance because the circulation of the paper has been increased at that rate during the past year. It has the largest percentage of home circulation of any newspaper published in Los Angeles.

Los Angeles (Cal.) *Evening Express* (3).—As between evening papers or as between evening and morning papers, then the one that enters the most homes is the best medium for the advertiser. The *Evening Express* guarantees its advertisers the largest proportion of home circulation, in proportion to total number of papers printed, of any newspaper published in Los Angeles. It is an especially valuable advertising medium for those things which women buy. And women buy nearly everything. They are the shoppers for the family.

COLORADO.

Denver (Col.) *Evening Post* (1).—The Denver *Evening Post* has the largest sworn and proven circulation of any afternoon paper between Chicago and San Francisco. The Denver *Sunday Morning Post* next to the largest.

CONNECTICUT.

Greenwich (Conn.) *News* (1).—Has at least 50 per cent more circulation in Greenwich among the best class of people than any other paper published. Why? Because it is the best local newspaper.

New Haven (Conn.) *Ideas* (1).—Circulation guaranteed to exceed 10,000 copies per issue among progressive retailers who know the most about and do the largest volume of business, and who universally attest *Ideas* to be the most useful of all the publications bought by them.

DISTRICT OF COLUMBIA.

Washington (D. C.) *National Tribune* (1).—No issue for the rest of 1898 will be less than 112,000.

GEORGIA.

Augusta (Ga.) *Herald* (2).—With the exception of two papers in Atlanta the daily and weekly *Herald* have the largest circulation of any papers published in Georgia.

ILLINOIS.

Chicago (Ill.) *Typewriter World* (2).—Is now entering upon its second year, has a circulation of 5,000 copies and covers twenty-three States, besides nearly every foreign country, making it a medium par excellence for bringing your goods to general notice.

Chicago (Ill.) *Wool Markets and Sheep* (1).

EXPLANATIONS.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

—The only weekly paper in America devoted exclusively to the sheep business. It is the especial champion of the wool grower and his cause. Largest circulation among sheep men of any publication in the United States.

Quincy (Ill.) *Reliable Poultry Journal* (2).—In 1894 we were guaranteeing an average monthly circulation of 5,000 copies—at present we positively guarantee an average of 20,000 copies per month.

INDIANA.

Churubusco (Ind.) *Truth* (2).—Virgil A. Geiger, publisher of the *Saturday Truth*, on oath states that the subscription list now exceeds 1,600 copies weekly.

IOWA.

Des Moines (Ia.) *Spirit of the West* (2).—We guarantee practically 4,000 paid-in-advance subscribers obtained by personal solicitation—no premiums, no cheap books or coupon business. We have on our list practically all the important Iowa railroad towns as subscribers, bankers, merchants, men who own farms near these towns, and are fine live stock producers. Our medium is worth more to the general advertiser than many of the regular agricultural papers that have large lists in the rural districts. *Spirit of the West* goes to importers and exporters of live stock, cereals and all other agricultural industries. It goes into families who have money to spend.

Keokuk (Ia.) *Constitution-Democrat* (1).—It has the largest daily circulation both in and out of the city, and the largest weekly circulation. It circulates in contiguous territory in Iowa, Illinois and Missouri, and is taken by people able to buy and pay for goods possessing merit.

KENTUCKY.

Louisville (Ky.) *American Practitioner and News* (1).—There are more than 3,000 doctors in the State of Kentucky! The *American Practitioner and News* reaches every one of them during the year. Those who are not subscribers receive three or four sample copies in a year's time. Tennessee, Alabama, Georgia, Mississippi, Arkansas and Texas doctors read the *American Practitioner and News* because it is one of the oldest and best medical journals in the South. If you want to reach the active practitioners of Kentucky and the South put the *American Practitioner and News* on your list.

MAINE.

Augusta (Me.) *American Woman* (1).—Is the youngest of the Vickery & Hill publications, yet it leads them all in the quality of its contents, the high character of its readers, and its rapid increase in circulation. The aim of the publishers is to make it the ideal woman's journal of America, and its remarkable popularity attests their success. The circulation of the *American Woman* will be guaranteed at 500,000 copies each issue from November.

Augusta (Me.) *Vickery & Hill List* (1).—Comprises four well-edited and attractively illustrated home journals—*Good Stories, Happy Hours, Hearth and Home* and the *Fire-*

side Visitor—with the enormous combined circulation of 1,500,000 copies each month. They appeal to the demand of the masses for good reading at a moderate price, and the character of their contents insures their being read from cover to cover.

MARYLAND.

Princess Anne (Md.) *Marylander and Herald* (1).—Is a consolidation of the *Marylander* and *Somerset Herald*, and it is the live, wide-awake paper of Somerset County. It has a larger circulation than any other paper in said county, and advertisers should note this fact.

MINNESOTA.

Minneapolis (Minn.) *Tidende* (1).—Present circulation over 27,000—which is the largest of any weekly paper in Minnesota. When you consider that the Scandinavian population of Minnesota is over one-fourth of the entire population, we think you will find that it is a profitable field to cultivate. You can not reach these people in any way as well as through the *Tidende*.

MISSOURI.

St. Joseph (Mo.) *Court of Honor* (2).—The *Court of Honor*, a fraternal publication with 50,000 guaranteed circulation, is reaching eastward for some new advertising business. Ben. F. Hildebrand, St. Joseph, Mo., is editor and advertising manager. It is an eight-page, seven-column paper, with a new field.

NEW YORK.

New York (N. Y.) *McClure's Magazine* (2).—The actual average circulation for the six months ending with September was 350,583, and the circulation for November will exceed 375,000 copies.

New York (N. Y.) *Press* (1).—In spite of dull times, the *Press* made a gain during six months of 1,230 columns of paid advertising, at card rates, too, over a corresponding period of time a year ago—a fact that speaks most eloquently for the *Press* as an advertising medium.

New York (N. Y.) *Scribner's Magazine* (1).—Has been incorrectly rated in some of the books published by advertising agents. The publishers desire to state that at no time has the edition been less than 100,000 copies, and it is now largely in excess of that figure, the edition for August being 128,500 copies, and entirely exhausted.

Oneonta (N. Y.) *Star* (1).—Circulation, 2,500 daily.

OHIO.

Cleveland (O.) *Leader* (1).—The *Daily Leader* has three times the paid circulation of the *Morning Plain Dealer*. The *Sunday Leader* has three times the paid circulation of the *Sunday Plain Dealer*. The *News and Herald* has eight times the paid circulation of the morning and evening *Plain Dealer* combined.

PENNSYLVANIA.

Philadelphia, Pa.) *W'st Philadelphia Press* (1).—Circulation, 12,500, which is greater than the combined issues of all the other West Philadelphia newspapers.

Pittsburg (Pa.) *Dispatch* (1).—The six months which closed August 31, 1868, witnessed the circulation of the Pittsburg *Dispatch*, both daily and Sunday issues, reach the highest figures in the history of the paper. The *Sunday Dispatch*'s average net circulation for the six months ending August 31, 1868, was 77,465 copies, or a total for the six months of 2,014,007 copies. This is the greatest permanent and regular circulation ever attained by any Pittsburg paper. The daily circulation for the same period has also been the greatest ever reached by the paper in all of its fifty-two prosperous years. The average was 44,736 copies of the daily issue, exclusive of Sunday or weekly, or a total of 7,068,297 daily copies for the six

months, or 9,082,394 copies for both daily and Sunday for the six months ending August 31, 1868. It will be observed that the daily issue is the only two-cent morning paper in Pittsburg, and that its steady increase in the face of the multiplication of cheaper papers, morning and evening, shows that the public continue to appreciate the best. Both daily and Sunday go to the houses of the classes with money to buy.

RHODE ISLAND.

Westerly (R. I.) *Sun* (3).—The *Sun* has a daily circulation exceeding 4,000 copies, guaranteed. It is delivered by carriers into the home, and is pre-eminently a family paper. It has all the elements of value—quantity and quality of circulation, the support and confidence of the public. The *Sun* is the only daily newspaper published in Southern Rhode Island.

TEXAS.

Austin (Tex.) *Firm Foundation* (1).—Is the only advocate of pure apostolic religion in Texas; hence its readers are of a peculiar class, many of them being farmers, merchants and on the outlook for bargains. It has a circulation of 9,000 bona fide subscribers and is on the upward climb. Its readers are principally in Texas, yet Indian Territory, Oklahoma, Arkansas, Missouri, Louisiana, Mississippi, Alabama, Tennessee and Kentucky all have large lists, and all the other States and Territories are represented.

VIRGINIA.

Petersburg (Va.) *Index-Appeal* (1).—The daily and weekly *Index-Appeal* has a larger city and country circulation than all other papers published in Southside Virginia combined, and the largest circulation in North Carolina of any other Virginia paper.

WASHINGTON.

Seattle (Wash.) *Ranch and Range* (1).—The ranchers of the Northwest make up more than one-half our population. They produce three-fourths of our wealth. They are the great purchasers of all lines of staple manufactured articles. *Ranch and Range* is the only weekly in the State of Washington devoting itself exclusively to their interests.

WEST VIRGINIA.

Wheeling (W. Va.) *News* (1).—Guaranteed circulation, 7,500. The largest, cheapest and most widely circulated newspaper in West Virginia.

WISCONSIN.

Fort Atkinson (Wis.) *Jefferson Co. Union* (1).—United States P. O., Fort Atkinson, Wis. The claim of the W. D. Hoard Co. to an average weekly issue of 3,677 complete copies of their publication, the *Jefferson Co. Union*, published in this city, has been carefully examined by me, and I declare the same to be true and correct, as proved by my official record of weight of said newspaper during the time specified. D. M. Craig, P. M.

Madison (Wis.) *American Thresherman* (2).—The *American Thresherman* is "the warmest baby in the bunch." At one month old it reached 20,000 copies, at two months 22,000 sworn circulation. It tells its own story, and its rates are way up also, but the results are what tell.

Milwaukee (Wis.) *Sentinel* (1).—If I wanted to go to Milwaukee and the whole of Wisconsin with the story of my goods, I would put that story in the Milwaukee *Sentinel*. It is not as big as the London *Times*, quite, but it goes to Wisconsin.

ONTARIO (CAN.).

London (Ont.) *News* (1).—The daily *News*, with its two editions daily, reaching the homes of the busy city of London and the towns, villages and farms of Middlesex and adjacent counties, is acknowledged the leader.

PRINTERS' INK.

THE IMPRINT QUESTION.

Office of
CHARLES AUSTIN BATES,
Vanderbilt Building.
NEW YORK, Sept. 22, 1898.

Editor of PRINTERS' INK:

In your issue of September 22 I find the following:

A correspondent of PRINTERS' INK writes: In glancing through *Scribner's* for September I noticed an advertisement of Stogie Cigars, bearing the imprint of the specialist who prepared it. These imprints seem to have become quite the fashion. It is probable that the specialist who prepares these ads considers the publicity he gains from the print of his name upon an attractive advertisement sufficient remuneration for his work. He probably considers that he has "a good thing." And he has. Not so the advertiser. He may chuckle and feel convinced that he is making a profitable deal, but I believe that an imprint of this sort reduces the value of his ad just about two thirds. It at once stamps it as artificial. It takes away half his power. It says quite plainly that he is not capable of preparing his own advertisements. An advertisement will not make an impression just because it is clever and compels the reader to read it in spite of himself, but because it is convincing—because the reader believes it was written from the bottom of the advertiser's heart. It makes him think that if the maker of these cigars really believes in them to the extent of producing a powerful ad, that they really must be very good cigars, and his curiosity is aroused, and he tries one "just to see." The average reader will not stop to think that a man may make very good cigars and still lack the ability to make very good ads about them.

If a man makes a speech, and indicates in some way that it was written by a very clever fellow, we may enjoy and appreciate the speech by our opinion of its deliverer. Involuntarily descending several degrees, and we are rather apt to regard him in a patronizing way thereafter, especially if we are good at speechmaking ourselves. If a person is not clever enough to do a certain thing himself, there is no use advertising the fact, especially when the act will prove a detriment.

Your correspondent is wrong from start to finish.

In the first place, there was in *Scribner's Magazine* for September no Stogie advertisement of any kind. The advertisement which he probably saw was that of the R. & W. Jenkinson Co. in *Munsey's*. This advertisement bears my imprint, because it was designed in my office. The facts were furnished by the advertiser, and I satisfied myself that they were facts before I wrote any of the ads. My imprint is equivalent to a statement that I have looked into the business, and that the statements made in the ad are true. If a business won't stand truth-telling, I won't advertise it. I believe it is as ridiculous to say that an imprint of this sort reduces the value of an ad as it is to say that the stamp of a reputable silversmith decreases the value of an article. Most of us feel that the stamp of Gorham or Tiffany is worth paying for.

Your correspondent says that an imprint stamps an ad as artificial. My imprint does nothing of the sort—it stamps an advertisement as true. It does not say that the advertiser is not capable of preparing his own advertisements, but simply that he is a progressive business man who adopts the conveniences of business. A man should no more be expected to write his own ads than to make his own shoes. Nobody believes that John Wanamaker sits up nights writing his ads. The fact that he employs some one to write them is just as apparent as if the writer signed his name.

The average reader doesn't know anything about advertising specialists, and my name at the bottom of an ad, if it is noticed at all,

would appear to him as the imprint of an engraver. Certainly not one in one thousand readers of *Munsey's* knows anything about Charles Austin Bates, and so this imprint on an ad would convey to them absolutely no information. The only one to whom the name means anything is the advertiser who has become familiar with it, and he is certainly not going to be deterred from trading with a good concern just because that concern is enterprising enough to employ an advertisement writer.

An advertisement is a bit of business news. It is not put out with the idea of showing the advertiser's ability as a writer. It is simply offered as setting forth the facts about his business. An advertiser is not judged as to the literary ability displayed in his ad. It is facts people want. All the advertisement writer does is to state these facts as plainly and succinctly as possible, and then perhaps he has a picture made to attract attention to the reading matter. There is no more reason for expecting a business man to be able to put his business facts in the most succinct form than there is for believing him capable of making the picture that adorns the ad.

The R. & W. Jenkinson Co. last year used advertisements which bore no imprint, and yet these ads with the imprint produce very much better results than those without. The reason has nothing to do with the imprint. The reason is simply that the facts about the business are clearly and plainly told in the ads that bear that imprint and they were not told in the previous ads. Yours very truly,

CHARLES AUSTIN BATES.

ROUND THE HUB.

BOSTON, Sept. 29, 1898.

Editor of PRINTERS' INK:

A clever advertising idea is put out by a Boston coal dealer in the shape of a bushel basket which seems to be set over a light, as rays appear to radiate from under it. By a string attached to the lower edge of the card the basket can be raised, and this is what you read: "Some men hide their light under a bushel, not through modesty, but through fear it will blow out." The Boston Society of Architects have adopted a code of ethics, among which is this one:

"It is unprofessional to advertise in any other way than by a notice giving name, address, profession and office hours, and special branch (if any) of practice."

The Board of Police of Boston in a circular have forbidden liquor dealers to put alluring signs setting forth the prices of their bottled goods in their windows. In many places over New England where the trading stamp scheme has played out, schemers are trying to revive the plan by introducing what they call the "recreation stamp." It's the same old stamp scheme, with the only difference that the stamps, instead of being exchanged for lamps, etc., are good for admission to the theaters and places of amusement.

GERALD DEAN.

BOSTON, Mass., Sept. 24, 1898.

Editor of PRINTERS' INK:

Jaynes & Co., druggists, have a large board covering three stories, on which are the words: "All the leading brands of cigars, 7 cents, 15 for \$1." In the middle of the board is a painted picture of a man with a perfectly shaped cigar about 6 feet long in his mouth. There is about three inches of ashes on the end. You can see the light on the end of the cigar and around the edge, and then there comes from his mouth steam, which makes a very good imitation of smoke. It attracts considerable attention. A clothing store in Haverhill, Mass., says: "Ahead of every one else in quality, a step behind in price." DEON.

FROM TRINIDAD.

PAUL H. SCHEERER & Co.,
General Commission Merchants,
Port of Spain,
Trinidad, B. W. I.
Cable Address, "Sherlisa."
TRINIDAD, Sept. 10, 1898.

Editor of Printers' Ink:

I should like to have your opinion, through PRINTERS' INK, as to the value and effectiveness of the inclosed ad. It was got out about two days before hostilities were declared between the United States and Spain, about 3 o'clock in the afternoon—a time when the usual daily bulletin of telegraphic news is received here from New York. Excitement the week

ONE SOLICITOR'S REPLY.

34 WEST 26TH STREET,
NEW YORK, Sept. 24, 1898.

Editor of Printers' Ink:

The communication from F. W. Kimball that was published in your issue of Sept. 21st is characteristic of its author. Nobody else on this earth would use his advantage as an advertiser to publish a needless, senseless and groundless slur upon a class of workingmen who never did him any harm, but whom he has now placed in a position to do so. The wholesale slandering of these gentlemen, who average as good as men in other walks of life, would not be thought of, much less attempted, by an advertiser of principle. Those who are capable of such despicable conduct "can all be counted on the fingers of one hand," and have four digits to spare. Your caption, "Unsolicited Damnation of Solicitors," is excellent and praiseworthy. It is also a merited and well administered rebuke, whether designed to be or not. The fastidious Mr. Kimball is likely also to incur the everlasting displeasure of another class of men for presuming to encroach upon their cherished and much exercised prerogative, to damn all solicitors. I refer to publishers and other employers of solicitors who dare not swear to a circulation statement, nor base the payment of a contract for advertising upon absolute proof of circulation, or of such other service as the advertiser may be entitled to. The idiotic conduct of these employers is wholly responsible for the contempt that many advertisers feel for the average owner of advertising media, as well as for the rude treatment accorded their representatives. In no other line of business does an employer discredit his own salesmen, or disparage their moral worth with actual or prospective patrons. Kimball's onslaught is directly traceable to this cause.

EDWARD TILESTON.

IN WORCESTER, MASS.

WORCESTER, Mass., Oct. 3, 1898.

Editor of Printers' Ink:

The Grand Union Tea Company of this city makes a specialty of displaying live animals in its show windows. Its latest exhibit in that line was a dozen guinea pigs. An effective window display made by Brewer & Co., wholesale and retail druggists, recently, was a collection of old prescriptions that have accumulated during the many years that the house has been in business. There were tens of thousands of them, many yellow with age. The Modern Merchandise Company, retail clothing dealers, bought a second-hand police patrol wagon some time ago, and have since used it as an advertising wagon to send out their corps of distributors, who carry handbills and circulars. The wagon is equipped with a big gong, and it has attracted a good deal of attention. J. C. Wood, a local bicycle repairer, runs a novel advertising wagon about town. It is labeled bicycle ambulance, and upon one side is a large painting representing an imaginary machine, with innumerable gears and cogs. The top of this machine is a mammoth hopper, into which all sorts of worn out bicycles are being dropped, while at the other end of the machine trim new wheels of the latest model are being taken away, conveying a more or less vivid impression that J. C. Wood can take an old used-up wheel and run it through his repair shop and make it as good as new.

C. FRED CROSBY.

The building up of a business by advertising depends just as much upon the way new customers are treated as it does upon inducing them to come for the first time.—*Tobacco Trades.*

EXTRA.

NEW YORK, 2 P.M.

WAR IS DECLARED

To be imminent and

THE FIRST SHOT

May be fired at any moment. In the meantime, in this hot and dusty weather, how cool one may keep by a foaming draught of cold RED BALL BEER. It will FORTIFY your flagging energy and bring

PEACE to your troubles.

previous to the declaration of war was intense here, and the cable office had a constant crowd around it awaiting dispatches. The ad was put on the streets in handbill fashion at this juncture and created a sensation.

You have lately, I should think, received some subscriptions from Trinidad to your PRINTERS' INK. If so, I believe I have been the means of introducing your bright paper here, for ever since my first acquaintance with it, during my editorship of the *Panama Star and Herald*, I have always held it up and regarded it as the guide book for successful advertisers. Yours faithfully,

JOSEPH W. FORD.

WAUKEGAN APPRECIATION.

Office of
CHICAGO RECORDING SCALE CO.
WAUKEGAN, Ill., Sept. 24, 1898.

Editor of Printers' Ink:

Please send me copy of PRINTERS' INK of September 14th; mine failed to arrive, and I guess none of them ever reached this town, and I must have one. I do not think that the loss of a double eagle would have worried me as much as a single copy of your valuable paper did. PRINTERS' INK has no more faithful pupil than

Yours truly, V. F. MAXER.

IN SHERMAN, TEX.

SHERMAN, Tex., Sept. 12, 1898.

Editor of Printers' Ink:

In a show window of one of the leading gent's furnishing houses appears a perfect imitation of a hat made entirely of pine and underneath the words "alpine hat." Yours very truly,

J. NELSON DICKERMAN,
City Editor *Democrat*.

ONE DRAWBACK OF SAMPLING MEDICINES.

INDIANAPOLIS, Ind., Sept. 20, 1898.

Editor of Printers' Ink:

A firm of advertising pill makers did some very effective advertising here lately. They distributed samples of their pills from house to house, and some wee fellows followed in their footprints, gathered up a satisfactory number of said pills, and then had a feast. There were several families that didn't know what ailed their "hopefuls" until it leaked out that a pill eating had taken place. They came near it, but none of them died. A druggist in the neighborhood where the advertising took effect told me the people were "soured" on this kind of advertising, owing to the fact that children, like goats, eat everything that comes along—from soap powder to corn cure.

GEO. B. FORREST.

IT BROUGHT INQUIRIES.

Office of
POSTAL ADVERTISING AGENCY, }
49 Dearborn street,
CHICAGO, Sept. 21, 1898.

Editor of Printers' Ink:

Please accept our sincere thanks for the unsolicited reproduction of our postal card in your issue of September 14. To your excellent publication we are indebted to inquiries from some of the largest advertisers in the country, as well as wholesale houses, retailers and individuals. All sections are represented; no place seems so inconsequential or remote but that it harbors some of your readers. Again assuring you of our appreciation, we are,

Sincerely yours,

POSTAL ADVERTISING AGENCY,
Louis C. Block.

ORIGIN OF TEXTILE NAMES.

About the year 1320 the woollen trade of England became located at Worsted, about fifteen miles from Norwich, and it was at this place that the manufacture of the twisted double thread of woollen, afterward called worsted, was first made, if not invented. Linsey-woolsey was first made at Linsey, and was for a long time a very popular fabric. Kerseymere takes its name from the village of Kersey, and the mere close by it, in the county of Suffolk. We have to thank Gaza, in Palestine, the gates of which Samson carried away, for gauze or gauze. Gaza means "treasure"; and precious to the fair is the tissue which covers without concealing their charms. Voltaire, wishing to describe some intellectual but perhaps some dressy woman, said: "She is an eagle in a cage of gauze." Muslin owes its name to Mussoul, a fortified town in Turkey in Asia. Tulle obtains its name from that of a city in the south of France. Travelers by rail in Brittany often glide past Guingamp without remembering that it was here that was produced that useful fabric gingham. Damask derives its name from the city of Damascus; calico from Calicut, a town in India, formerly celebrated for its cotton cloth, and there also calico was printed; cambric from Cambrai, a town in Flanders, where it was first made; and tweed from a fabric worn by fishermen upon the River Tweed.—*Self Culture.*

It is almost invariably the people who are not habitual advertisers who are induced to part with their money on such worthless advertising schemes as folders, clocks, hotel registers, hotel desks, railroad time-tables, and a host of other devices that might be mentioned. Money so spent might almost as well be thrown into the lake. Even if it costs only a dollar, it is that much money thrown away.

THE KOLSPAR CASE.

PRINTERS' INK contains an article on "How Salt Could be Advertised." We haven't read the article, but we know how salt was once advertised in this town. It was advertised as "kolspar," and was guaranteed to increase the heat of coal while it was burning. Of course, the great discovery of "kolspar" was a profound secret, held by a Boston genius. He had learned how to increase the heating capacity of ordinary anthracite—if one believed his advertisements—and he wanted the world to share with him the benefits of his great discovery. Newspaper proprietors, not being infallible, permitted the insertion of the "kolspar" advertisement, and the sale commenced. It was a success, too. From the beginning "kolspar" took with the people and sold like the "hot stuff" it was alleged to be.

But then came a fatal day when somebody tasted it and that somebody declared that it tasted like common, ordinary table salt. Then a bright idea struck the taster. He would try table salt on his fire. He did, and apparently adding salt to the live coals increased the volume of heat, which radiated from them just like "kolspar." That man "smelled a mice," as the German would say, and straightway he persuaded some of his neighbors to try the salt. They did, and the result was that they all came to the conclusion that when they bought "kolspar" they bought a gold brick in a modified form. Of course they were mad. Why shouldn't they be? Every man gets mad when he finds he has been duped and induced to make an ass of himself. Then the communications began to pour in upon the newspapers and a general investigation commenced. The newspapers, as soon as they discovered the real nature of "kolspar," refused absolutely to continue the advertising, and the bunco man's bonanza was at an end.

If there is any moral to this it is that advertising well done can be made to do wonders. There was no moral to the thing, so far as the "kolspar" man was concerned; in fact, he didn't seem to care a rap about things moral, but he got the cash, and he got it because he advertised. The fact that the article he advertised extensively was worthless, and not what he claimed it to be, seemed to make no difference with his profits. He made money while the newspapers continued to take his advertisements. While the man was unscrupulous, he yet had about him some of the cardinal elements of a good business man. He knew the value of advertising, and, possessed of that knowledge, he knew he could make money. The man who is in trade without knowing the value of advertising is foredoomed to failure. Better for him that he possessed some of the astuteness of the "kolspar" man. That tincture, with moral perception, would make him respected, as well as successful, and what more can a tradesman hope to achieve?—*Binghamton, (N. Y.) Herald.*

HIS HOSTS ABROAD.

Thomas Wentworth Higginson went abroad, as he tells us in his vivacious "Cheerful Yesterday," and there met many eminent men. Let him relate the sequel:

"Returning to my American home, I read, after a few days, in the local newspaper (the *Newport Mercury*) that I was reported to have enjoyed myself greatly in England and to have been kindly received, 'especially among servants and rascals.' An investigation by the indignant editor revealed the fact that the scrap had been copied from another newspaper, and that a felicitous misprint had substituted the offending words for the original designation of my English friends as 'savants and radicals.'"

THE
IDEAL STEAM COOKER
AND
**Woman's
Home
Companion**

IN these days of competition when uncertain values, reckless statements and "pet papers" of agents are numerous, it is well for the advertiser to do some thinking on his own account.

Advertisers of food products especially are cautious and timid because of the uncertainty of the quality of the subscription list.

There is but one way to tell—run your advertisement several times in a dozen or more leading national mediums—then compare results. This is just what the Toledo Cooker Co., manufacturers of the Ideal Steam Cookers, did, and this is their report:

THE BANNER MEDIUM.

"We beg to inform you that we consider the WOMAN'S HOME COMPANION our banner medium for advertising the Ideal Steam Cooker, and we use about thirty of the principal national mediums of the country.

The actual results show that for the money expended the COMPANION has paid nearly double in comparison with the—

An inch advertisement in the WOMAN'S HOME COMPANION pays as well as the same in the—and at about one-third the cost.

Our decision is not reached through single insertions in any publication, but only after several months' continuous advertising.

We are highly pleased with the constant improvement shown in each successive issue of the WOMAN'S HOME COMPANION, and consider it an ideal paper for reaching the best class of homes throughout the country."

This testimony in favor of the COMPANION is in keeping with the experience of other noted food product advertisers—notably the Franklin Mills Co., manufacturers of "Wheatlet," who advertised liberally in the principal magazines, and found that the WOMAN'S HOME COMPANION paid as well as any two others combined.

Food product advertisers are especially well treated in the COMPANION, this being considered high-class business which is taken care of on the Cooking and Housekeeping pages, when copy and cuts arrive in time for classification.

Let us send you the testimony of many—we have it.

**Mast, Crowell & Kirkpatrick,
SPRINGFIELD, OHIO.**

**1843 Monadnock Block, 108 Times Building,
CHICAGO. NEW YORK.**

PRINTERS' INK.

PHOTOGRAPHS.

Always get albumen prints where possible, because these make better half-tones. There has been an impression that platinum or velox prints were better for half-tones. But they do not give the detail as clearly as the reddish brown albumen prints.—*Advertising Experience.*

OLD traditions, maxims and rules of advertising are gradually being swept away. Advertising, more than anything else, must be up to date to be attractive, consequently it is ever changing in matter, manner and method.—*Fame.*

Classified Advertisements.

Advertisements under this head two times or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

25 CTS. a line for 50,000 proven. WOMAN'S WORK, Athens, Ga.

WANT orders for cires, almanacs, catalogues, books; long runs only. P. CC., Printers' Ink.

WE buy, rent and sell letters replying to ads. PRESS LETTER EXCHANGE, Sta. E, N. Y.

PERFECT half-tone cuts, 1 col., \$1; larger, 10¢ per in. ARC ENGRAVING CO., Youngstown, Ohio.

MAIL order men, write for our proposition; clean goods; large profits. 613 Consolidated Exchange Building, Chicago, Ill.

WANTED—A capable advertising manager for a live daily in a town of fifteen thousand pop. Address MESSENGER, Owensboro, Ky.

YOUNG man, 10 years reporter, editor, proof-reader, job compositor and pressman, wants position inland. "WORKER," Printers' Ink.

WANTED—Cash rates and late copy weeklies or tri-weeklies of largest circulation where published. H. & M. ART CO., Chambersburg, Pa.

WANTED—Case of bad health that R.F.P.A.N.S. will not benefit. Send 5 cents to KIPANS CHEMICAL CO., New York, for 10 samples and 1,000 testimonials.

WANTED—Newspaper men to know that I have genuine bargains in weekly newspaper plants—in live business situations. C. F. DAVID, Confidential Agent, Abington, Mass.

JOURNALIST of recognized ability and experience, at present editor and market writer on leading trade weekly, desires change. Reasons and references satisfactory. "A. D.", care of Printers' Ink.

EXPERIENCED, successful publisher and advertising man desires to associate himself with a good weekly or monthly publication, where he could ultimately acquire (by purchase or otherwise) an interest. Address "LAFAYETTE," care of Printers' Ink.

Established and newly equipped steel and copper, plate and die, engraving and stamping department (power machinery) in one of the leading printing houses in Baltimore, population 600,000, will be leased as a department. Address "LEASE," care of Printers' Ink.

WANTED, PARTNER—An active newspaper man, who can satisfactorily care purchase half interest in an agricultural paper in the Central South, with bona fide subscription list over 5,000. Reasonable salary. Only \$1,300 required. Address "FARMER," care Printers' Ink.

WANTED—a newspaper. The advertiser, an experienced newspaper man, wishes controlling interest in a newspaper. Numerous possibilities—a daily newspaper in a town with forty thousand people or more. He has the experience and the necessary funds. Address, in confidence, "N. M.", care Printers' Ink.

NEWSPAPER MEN'S EXCHANGE offers to publishers in need of competent editors, writers or reporters choice of best men available. To news men making a specialty of the Exchange offers advantages of co-operative system. Commission from positions filled; no charge to publishers. Particulars of NEWSPAPER MEN'S EXCHANGE, 21 Besse Bldg., Springfield, Mass.

ONE of the largest department stores in N. Y. City wants a first-class advertising man. Must have original ideas and be a good advertiser. Answers will not receive attention unless they state experience as well as names of former employers. Address "ENERGETIC," Printers' Ink.

I HAVE a scheme for a legitimate, honorable business enterprise that will net \$10,000 a year with an investment of \$2,000.00 and not a bit of hard work on my part. Sounds like fiction, but it is the truth. If I had \$2,000 I would not want a partner, but having nothing I do. I am going to be very particular who I take into the plan. Are you the man? Address "BONA FIDE," P.O. Box 2163, New York.

CORKS—We are using over a hundred gross of corks a month of an extra-fine quality, and are paying 45¢ per thousand for them. The size is $\frac{1}{4}$ inch diameter by $\frac{1}{8}$ inch long. They are fine corks (and have to be), one end guaranteed fine. We want to hear from a dealer who is ready to furnish a better cork for less money. Come and see us, with a sample. Will contract for a thousand gross. THE RIPANS CHEMICAL CO., 10 Spruce St., New York.

TO manufacturers and investors. A business man, having large interests incompatible with each other, offers a splendid opportunity for manufacturers of high-grade toilet requisites. No experiment. Very well established in the West. Finest testimonials. Protected by trade-mark and transfers recorded in patent office. No triflers. Full particulars to capitalists, manufacturers or manufacturers' agents. Address "FINE INVESTMENT," care Printers' Ink.

WANTED—A party who has the requisite experience, talent and energy to write up announcements of editorial features in a taking style, so as to arouse interest and curiosity, who can dig up magazine articles having strong advertising points, and who can prepare advertisements to send to subscribers, and similar work in the circulation and editorial departments of a magazine in a Western city. Must be experienced. Address "WESTERN MAGAZINE," care of Printers' Ink.

ORIGINAL letters from agents, salesmen, sufferers of catarrh, asthma, dyspepsia, stomach troubles, facial blemishes, nervous debility, etc., answering advertisements of above lines, for rates at \$1,000 and up, for 30 days, to circulate. Over five million letters in stock, latest dates, all kinds. Largest letter brokerage and address supply house on earth. Any kind of address, in any quantity, at lowest rates, and all kinds of letters bought at highest prices. "ADVERTISE!" LETTER BUREAU, C. E. Bailey, mgr., 113 W. 31st St., N. Y. City.

SITUATION as advertising manager wanted by a business man of ability, with a national reputation as an authority on matters of advertising and printed matter, both as to writing, designing and placing. Has already his own business, which will not conflict with any other. This occupies nearly one-half his time, and he wants to devote the other half to some large manufacturing or mercantile house (not retail) in New York City. A house that will not require a man's entire time can in this way, for a small sum, get the services of a party whose experience equals his own. He asks \$12,000 a year. This man is a rapid worker, and can accomplish in a few hours what another might not do in a day. It has been said of him: "He probably buys space as cheap and puts out as attractive advertisements as any man in all America." Proofs are easy to furnish if you are interested. Address "BONA FIDE," P. O. Box 2163, New York City.

WE WANT
HIGH-GRADE
ADVERTISEMENTS?
CAN WE GET OURS?
50,000 GUARANTEED CIRCULATION.
Rates 25 cents per agate line, each insertion.
All ads next to reading matter.

\$ 1.00 buys 4 lines	\$ 14.00 buys 4 inches
1.25 "	17.50 "
1.50 "	21.00 "
1.75 "	24.50 "
3.50 "	49.00 "
7.00 "	98.00 "
10.50 "	196.00 "
3 inches	1 page

Our first class matter accepted. Parties without good commercial rating will not be supplied with order. Cuts must not be over 2 $\frac{1}{2}$ -16 inches wide. Copy for an issue should reach us the 25th of previous month. An adv. that will pay anywhere will pay in WOMAN'S WORK, Athens Ga.

NEWSPAPER METALS.

HONEST electro, stereo, and linotype metals.
H. E. BLATCHFORD & CO., Chicago.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

MAILING MACHINES.

MATCHLESS mailer, \$12 net, "beats the beat er." REV. ALEX'DR DICK, Meridian, N. Y.

HORTON MAILER (\$20 net), most exact, most rapid, most easily worked. For sale at all branches AMERICAN TYPE FOUNDER'S CO.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L'F'D, 10 Spruce St., New York. Special prices to cash buyers.

NEWSPAPER CHANCE.

IHAVE a great opening for a newspaper man with \$10,000, another \$6,000, and several splendid weekly plants in New York, New Jersey, Delaware, Pa., and Connecticut. I have one daily and a weekly and two weeklies, a little run down, in good locations, at the right prices. Fine opportunities to build up big money plants quickly. C. F. DAVID, confidential salesman of newspaper plants, Abington, Mass.

AGRICULTURE.

IF you would reach the farmers, use the columns of Lippman's Almanac—one hundred thousand copies guaranteed, and the Memorandum Books—two hundred thousand copies guaranteed. For ten dollars we can give you an advertisement of four lines in the entire edition. These books have been published by us for twenty years.

LIPPMAN BROS., wholesale druggists, Lippman's Block, Savannah, Ga.

MISCELLANEOUS.

WANTED—Rates and samples of bicycle and farm papers. MORLEY, Bailey, Mich.

"**N**OX 'EM ALL" Stories are hand-made, long filler, no added ingredients, equal to 5c cigar; \$15 per 1,000. Samples mailed, 25c. Sat. grar. JNO. & JOS. LOBMILLER, Wellsville, W. Va.

SEND your name on a small postal for a sample of my Large Postal for advertisers. Largest and strongest on the market and only \$2.75 per 1,000. W. M. JOHNSTON, 10 Spruce St., New York.

ADVERTISING NOVELTIES.

NOVELTIES and calendars. CLASP CO. Sells direct. No agents. See ad below.

AD NOVELTIES, Ad Calendars. Write CLASP CO., Buchanan, Mich., for samples and prices.

OUR mailable bill hooks are business builders. Free sample and folders. AMER. BILL FILE CO., Ft. Wayne, Ind.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

PRINTERS.

IF you are a believer in printing that makes a hit, it will pay you to send your order to THE LOTUS PRESS, Printers, 140 W. 23d St., N. Y. City.

J. E. RICHARDSON, printer to advertising agents and others requiring good work from good type and good ink. 249 Pearl St., N. Y.

EFFECTIVENESS considered, our type is much cheaper than any other. We give better quality, but make no extra charge for extra quality. Why buy even the second best when the best costs you no more! AMERICAN TYPE FOUNDERS' COMPANY. Branches in all the principal cities. Everything for the Printer.

NEWSPAPER INFORMATION.

FOR the latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY. Issued September 1, 1898. Price, five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

ADVERTISING MEDIA.

WOMAN'S WORK, Athens, Ga., 4 lines \$1.

WOMAN'S WORK, 50,000 proven, 25 cts. a line.

WOMAN'S WORK, Athens, Ga., 25 cts. a line for 50,000 proven.

AMERICAN HOMES, Knoxville, Tenn.; 1 yr. \$1, including 40-word ad. Disp. 16c. ag. line.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J., 8c. Circ. 4,000. Close 24th. Sample free.

REPUBLIC JOURNAL, Littleton, N. H., 2,800 circulation. Linotype composition. Send for rates.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

ROWAN'S MATRIMONIAL JOURNAL circulation 30,000 a month, close 2 th. Adv. rates 30c. per line. C. H. ROWAN, Milwaukee, Wis.

THE Rochester, N. H., COURIER, has the largest circulation of any paper in manufacturing city having a population of 75,000. A good country paper at a great trade center.

THE YOUNGSTOWN SUNDAY NEWS offers \$100 reward if they haven't got the largest circulation in that territory of 100,000 people. Rates, 30c. inch. Address NEWS, Youngstown, U. S.

ALBANY TIMES-UNION is the best advertising medium in the capital city because it has a larger paid circulation than all the other dailies combined. JOHN H. FARRELL, editor and proprietor.

PEAK OREGON, Washington and Idaho progressive farmer in the Willamette Valley, the leading farm journal of the Pacific Northwest, 5,000 copies monthly guaranteed. Write for rates and sample copy. They will interest you. WERFOOT PLANTER CO., Portland, Ore.

IF you have what teachers and school officers want, they'll buy it if you advertise in the JOURNAL OF EDUCATION. This educational weekly covers the entire country, reaching the most influential teachers, principals and superintendents in every State in the Union. It has had their confidence for nearly twenty-five years. Write to-day for sample copy and terms. Address JOURNAL OF EDUCATION, 3 Somerset St., Boston.

ABOUT seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right paper, advertising will bring in correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., N. Y.

HARDWARE DEALERS' MAGAZINE, New York, has a wide circulation among the best hardware and house furnishing goods trades throughout the United States, Canada, Mexico, South America, Australia, Great Britain, Europe and South Africa. Offers any manufacturer desiring to reach the wholesale and retail hardware trade of the world the most positive and serviceable service at as low a cost as is consistent with the service rendered.

To ADVERTISERS. We publish the NEW YORK MUSICAL ECHO, consisting of 32 pages and cover—pages 12x14—containing portraits of actresses, vocal and instrumental music.

If you want to contract for 500 copies, you take them as you want them, we will give you the back page for your advertising and charge you six cents a copy for the ECHO. You could not give away anything to your lady customers that would be more pleasing than the NEW YORK MUSICAL ECHO. Address

NEW YORK MUSICAL ECHO CO.,
Savannah, Ga.

Advertising in
DAILIES
is
Our Specialty.

Geo. P. Rowell Advertising Co.
10 Spruce St., New York.

When an advertiser wishes a class weekly like PRINTERS' INK or the *Christian Advocate*, or a monthly like the *Ladies' Home Journal*, that is not ashamed to let its circulation be known, we take his order, but the wise advertiser of to-day will tell his story boldly in a good daily and get

***Immediate
Results!***



When you are ready to place your appropriation for Street Car Advertising consult reliable parties and save time, money and annoyance.

We control the largest and best number of America's principal cities, have 14 branch offices, skilled employees to properly place and look after your advertising, and a glance

GEO. KISSAM & CO.,



in our cars will show you the world's largest advertisers represented. Our system is "peculiar to itself" and up to date, approached by none!

You want the best--and you want it right! Send for our folder showing list of cities wherein reliable Street Car Advertising is assured.

253 BROADWAY, N. Y.

**We control
the best and
largest list of
cities—**

**Do the
largest busines
in the world—**

Among the good things we offer,
“L” Road, where we give you or \$
many of which cross the bridge.
There are many good points you ought to know
all by mail, for the asking.

GEO. KISSAM & CO.,

25

LEAPS AND BOUNDS.

Street Car Advertising has come into vogue by leaps and bounds.

Advertisers who have more respect for facts than for
fable have learned that car advertising prepared and
placed we prepare and place it is in the very first class
paying publicity.

We are the largest handlers of Street Car Advertising.

business
word—

Have the greatest number of known successful advertisers— And our rates are the lowest for legitimate service.

weffer, the best value at present is in the Brooklyn
for \$100 a month a 16 x 24 inch card in 297 cars,
age.

so how about this advertising. You can get them

253 Broadway, N. Y.

DESIGNED BY...
WOLSTAN DIXEY
NEW YORK...

PRINTERS' INK.
A JOURNAL FOR ADVERTISERS.
Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for one dollar, paid at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subcription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET,
LONDON AGENT, F. W. SEARS, 50-52 Ludgate
Hill, E. C.

NEW YORK, OCT. 5, 1898.

IT is possible for the advertiser to be so original that nobody understands what he is driving at.

ELLA S. LEONARD, of 406 Times-Herald Building, Chicago, is another woman whose name should be added to any list of feminine adwriters.

The Ladies' Home Journal, Philadelphia.

No other monthly in America gives an advertiser so much for his money or conducts business on a plan in every respect so equitable.

CHICAGO Daily News, evening.
Chicago Daily Record, morning.

No daily papers in America of equal prominence give an advertiser so much for his money or conduct business on a plan in every respect so equitable.

THE New York Ledger is now a monthly, and its rates are 50 cents a line. As a weekly the *Ledger* demanded \$1.50 a line for advertisements, but the funny thing about it is that they would never tell anybody how many copies they printed.

ABOUT speaking or writing correctly or grammatically, PRINTERS' INK lays down this proposition: The man who has spoken in such a way that his hearers did not and could not fail to understand what he meant, has spoken correctly. When he has more to say he will do well to say it in the same manner, for it is one that can not be improved upon.

Success (N. Y.) for October contains an interesting interview with Philip D. Armour, of Chicago. Mr. Armour gives as recipes for success "system and good measure." In regard to the latter he says: "Give a measure heaped full and running over, and success is certain. Right liberality and right economy will do everything where a public need is being served."

THE *Imp*, published by the Press Publishing Co., of Lincoln, Neb., is the newest of PRINTERS' INK's babies. It is a free publication, designed to keep before advertisers the merits of the German publications of this company, and is interesting and readable. It acknowledges its indebtedness to the Little Schoolmaster with a grace not often seen in an infant so young.

MAIL order advertisers do not usually regard daily papers with much favor. There are exceptions however, as the following letter to the Philadelphia Record from Wm. Wrigley, Jr., & Co., makers of chewing gum, shows:

Against our well-known rule to use only monthly and weekly periodicals for advertising our mail order business we were induced to try the Philadelphia Record, and thought it might interest you to know the results not only paid us at once, but the orders are still coming. Price considered, it compares favorably with any medium we have ever used.

ADVERTISING space always has a tendency to become cheaper with the lapse of time. Ten years ago, when PRINTERS' INK was first published, one-fifth of a cent a line for newspaper space was considered an extremely low price. To-day papers like the Chicago Record offer a similar service at approximately one-seventeenth of a cent. A decade from to-day the rate will probably be still lower, caused by the great increase in population and consequent extension of circulations.

GEO. B. FOREST, 1002 Huron street, Indianapolis, Ind., issues at twenty-five cents per copy a "National Mail Order Register and Business Record," intended for keeping a record of sales by mail. The page is divided into number of order, buyer's name, buyer's address, article, price received, cost, profit, advertising medium, date order received, date filled and how sent. Every mail order advertiser will probably find it worth a quarter to have a look at this book, even if after examining it he should conclude it is not adapted to his own business.

SOME dailies will insert an advertisement at a rate as low as one cent a line for 20,000 circulation. Some weeklies charge for inserting an advertisement as high a rate as 50 cents a line for 800 circulation. There is an impression that people look at weeklies more carefully than they do at dailies. Perhaps it was true once, although that is doubtful. At the present time the daily paper is as carefully read as any, and to a certain extent it begins to be true that the weekly paper is not read at all. People take weeklies because they used to take them, but they are of no use any more, except in the case of class journals and papers that are published in the interest of an ism.

ON one occasion the publisher of PRINTERS' INK said to the business manager of a Western daily: "Yes; your paper is good enough to be advertised in PRINTERS' INK." Whereupon the publisher of the daily expressed surprise that any question on that point should have a place in anybody's mind. When asked if he could name a poorer paper that he had ever seen advertised in the Little Schoolmaster's select columns, he said: "Why, of course—dozens of them!" When urged to mention one off-hand, he admitted his inability to do so, but promised to make and send in a list. This promise, however, he never redeemed. And his paper was a very good one. Possibly PRINTERS' INK is over particular about the character and quality of its advertisers.

A CORRESPONDENT of PRINTERS' INK writes to ask whether there is any recognized basis or standard of charge in advertisement writing. Of course there isn't. The man with a recognized reputation can charge ten times as much as the one who lacks that reputation, and people will pay it without a murmur. The adwriter whom nobody knows may do work that far exceeds in merit the work of him who is well known, but people can not be induced to pay the same price for it. The best thing the new man can do is to charge a price that is fairly high, so that advertisers will not get the impression that he is a "cheap man"; then he should take Corbett's advice and "get a reputation"; after that he may meet the giants of the adwriting ring on his own terms.

An advertisement in a newspaper with a circulation of 100,000 copies each issue is worth just as much—other things being equal—as an advertisement in 200 papers of 500 copies each.—*The Imp, Lincoln, Neb.*

"Other things" are not equal between the publication having 100,000 circulation and the 200 papers having 500 circulation each. The periodical with the 100,000 subscribers is apt to be an excellent one, and to possess considerable influence and prestige with its readers, which can rarely be said of any paper having only 500 readers. Consequently the periodical with 100,000 circulation is apt to be more valuable to the advertiser, reader for reader, than the 200 publications whose circulations aggregate the same amount. At the same time the cost of advertising in it per reader is much less. The advertiser then who patronizes only periodicals of large circulation secures not only the greatest quantity, but an excellent "quality."

A FEW years ago, through the blunder of a subordinate clerk, the United States Post-Office Department was led into an attempt to strangle a weekly newspaper that promised at the time and has since become a publication admitted on all sides to be more useful to the newspaper fraternity, and to business men in general, than any other trade or class journal ever printed in this or any other country. This publication, refusing to be ruled out of existence by a department order issued without due consideration, was compelled to pay an excess of postage over legal requirements amounting to a total sum of twenty-five thousand dollars, and under existing laws the department has not the power to repay the over-exaction without authority of a vote of Congress. It is a wrong that ought to be righted. The paper has for several years been restored to the privileges which were for a time wrongfully denied it, and we earnestly appeal to our member of Congress to make it a personal matter, at the next session, that the proprietors and publishers of PRINTERS' INK shall be paid back the great sum which was wrongfully exacted of them. Had they been less persistent their enterprise might have been crushed out of existence, and that would indeed have been a loss to the press of the country and the entire business community, the extent of which it would be difficult to over-estimate.

CRITICISING THE AMERICAN NEWSPAPER DIRECTORY.

In a pamphlet issued in periodical form by the Press Publishing Co., of Lincoln, Neb., publishers of *Freie Presse*, there appears an article entitled "The American Newspaper Directory," in which the author, criticising that publication, says: "While the book is published quarterly, the circulation ratings are revised but once a year."

Commenting upon this, the editor of the Directory says he is at all times ready to give a paper a rating in actual figures, based on the last circulation statement the publisher sends in if covering the period of a full year. This rule has been in force since the quarterly issue of the Directory began.

The *Freie Presse* pamphlet further says: "Supposing a paper had an average circulation of 100,000 for the year 1898 and its circulation should drop to half of that figure in 1899, it would still be rated at 100,000 in all four issues of the Directory for 1899, and this rating would be misleading and work harm to the advertiser."

To this comment the Directory editor responds that the 100,000 rating in the 1899 Directory would be coupled with the words "during 1898," and the circumstances of the publishers being non-committal on the subject of more recent circulation figures, would indicate to the observant advertiser that recent issues were not quite up to the claim for the preceding year. As a case in point he mentioned that the *Youth's Companion* of Boston got credit in the American Newspaper Directory for the year 1893 for a circulation of 572,746, but since then has given no figures. In his opinion that fact is an admission that since 1893 the average issue of the *Youth's Companion* has not been so many as 572,746.

"On the other hand," continues the *Freie Presse* pamphlet, "if a paper has an average of 10,000 in 1898 and increases its circulation during the winter season to 50,000 it would still be rated in all four issues for 1899 at 10,000."

This, the editor of the Directory asserts, is not so. All the publisher has to do (as stated above) is to send in each quarter an up-to-date statement showing the average for the year preceding, and the editor of the Di-

rectory will revise the rating, giving the latest facts. A yearly average covering all seasons—spring, summer, autumn and winter—helps an advertiser much more, the editor of the Directory thinks, in forming an idea of a paper's circulation for a year to come, than would the average for a lesser period or any speculation about the future. It is the privilege of the publisher of the paper to tell his own story on these points, in the Directory, at his own expense, at the moderate cost of 50 cents a line each issue.

It was gratifying to the editor of the Directory to note that, after numerous ill-founded criticisms, the writer of the Press Publishing Co.'s article gets down to actual facts and expresses his appreciation of the American Newspaper Directory in the following words:

This in no way diminishes our appreciation of the good work done by the American Newspaper Directory in trying to give honest circulation ratings. In fact, we consider it the very best authority on newspaper circulation and believe that advertisers can not afford to be without it.

THE more you advertise an honest article, the more it will advertise you.

"THERE is one foolishness in which publishers who advertise in PRINTERS' INK often indulge," said a friend of the Little Schoolmaster recently, "and that is to publish a list of the contributors to their papers. Now, PRINTERS' INK goes principally to advertisers, who don't care a continental who contributes to the magazine or paper advertised; all they are interested in is the circulation, the rate, the class of readers, and any particular advantages for advertising the medium possesses. If the paper were advertising for readers the case would be different; but when it takes space in PRINTERS' INK it aims to reach the ears of advertisers. In your issue of September 28th, on page 63, the Leslie publishing house makes the error I have referred to. As an advertiser, the list of names of contributors there given doesn't interest me a bit—in fact I have never heard of any of them. Nor does it interest me that Mrs. Frank Leslie is again in harness. All I am anxious to know is why, as an advertiser, I should use *Frank Leslie's Monthly*. I suppose there are good reasons enough to fill a whole issue of PRINTERS' INK, and they are the only matters with which I am at all concerned when my patronage is solicited."

THE MEDICAL PRESS.

IN NEW YORK CITY.

In the June issue of the *Journalist* appeared the following paragraph:

"The managers of the legitimate pharmaceutical concerns have watched with interest the R.T.P.A.N.S medical press 'flirtation,' as Dr. Gould so aptly terms it, and the outcome will be that many of the 'ethical' journals will find themselves dropped from the 1899 list. A prominent manufacturer made the remark after reading PRINTERS' INK, 'This affair has shaken our belief in medical ethics, and it will certainly influence us greatly when it comes to renewing our advertising contracts.'"

Whereupon PRINTERS' INK submits the following catechism:

"The above paragraph suggests to the layman a number of questions, among which may be enumerated the following:

"First. What is a pharmaceutical concern?

"Second. What is a legitimate P. C.?

"Third. Are there any illegitimate P. C.'s?

"Fourth. What is the principal difference between the illegitimate and the legitimate P. C.?"

"Fifth. What is meant by medical ethics?

"Sixth. Do all medical men have and make use of the same sort of ethics?

"Seventh. If not, why not?"

I would answer the above queries briefly as follows:

1. Technically, a firm of chemists who manufacture pharmaceutical preparations for physicians' prescriptions.

2. A firm manufacturing pharmaceutical products solely for professional use, and confining its advertising to the medical press.

3. Many.

4. One appeals to the laity through the secular press, offering remedies for self-medication, while the other caters solely to the physician.

5. Prof. Wm. H. Thompson, of New York, answered this question by saying: "Follow the golden rule, 'whatsoever ye would that men should do unto you, do ye even so to them.'"

6. All regular medical men are governed by the same code of ethics.

7. An open question.—*The American Medical Journalist* for September.

PRINTERS' INK now takes occasion to comment on the answers to the inquiries it had propounded.

No. 1. Answer is O. K.

No. 2. There are none such.

No. 3. The answer should be: There are none other.

No. 4. There are none who do not cater to the laity more or less.

No. 5. The answer to this should be: "God only knows." No two medical men were ever found who entertained opinions on the subject that would coincide. Dr. Thompson hit it off pretty well, although had he said, "I don't know," he would have been more honest and just as much to the point.

No. 6. To this answer should be added: But none know what it is or where to find it.

No. 7. The answer to this is: Because a considerable percentage of them have some degree of honesty.

No sensible man would think that he could reach all the people in New York City by advertising in one paper, but there are hundreds who believe they can name one paper that will reach a very much larger portion of the best sort of New Yorkers than any other paper will. If, however, twelve men should be selected haphazard, and each one asked to name the one paper that is more carefully read by the greatest proportion of the intelligent residents of New York City, the chances are that among them no less than six or eight separate papers will be given the preference:

COMMERCIAL ADVERTISER.

EVENING POST.

EVENING TELEGRAM.

HERALD.

JOURNAL (morning).

EVENING JOURNAL.

JOURNAL OF COMMERCE

MAIL AND EXPRESS.

NEWS.

PRESS.

STAATS-ZEITUNG.

SUN (morning).

SUN (evening).

TIMES.

TRIBUNE.

WORLD (morning).

WORLD (evening).

The foregoing list of conspicuous New York dailies is arranged alphabetically so as to avoid giving any clue to PRINTERS' INK's opinion, and every reader is invited to put a cross-mark against the name of the paper he thinks has the largest and best selection of readers in New York City, and then extract the sheet and send it to the editor of PRINTERS' INK. If unwilling to mutilate his copy of the paper a communication by letter or postal card will do as well.

QUALITY.

Among the old chemists gold was symbolically represented by the sign ☀.—*Webster's Dictionary*.

A number of years ago the American Newspaper Directory undertook to designate newspapers of unusual excellence. This was in the edition for the year 1880, and the mark adopted was a circle with a dot in the center (●), which very soon came to be spoken of as a bull's eye.

In every case where this mark (●) followed the circulation rating in the Directory for 1880, advertisers were assured that the paper so marked possessed some or all of the following good qualities:

Circulates among a prosperous class.

Circulation not forced, but almost exclusively among people who buy and pay for the publication, because they have learned to know and appreciate its special value.

Has a subscription list of paid-up subscribers among the very best of the class to the advancement of whose interests it is specially devoted.

Has a long-sustained circulation among a regular list of yearly subscribers.

When the character of the circulation is to be considered, papers marked with the centered circle (●) are to be counted as the very best.

They are specially valuable for advertising from having a rich clientele, exerting a special influence, having a long-established hold upon the community, which causes them to be more thoroughly read and more highly esteemed than others.

The practice of so designating certain papers was discontinued after a short trial because every publisher seemed to have an impression that his own paper only should be marked with the bull's eye and that it was an imposition upon the public to accord that mark to any other paper whatever. Notwithstanding the difficulty there was considerable inquiry year by year for the mark of distinguishing excellence, and recently the editor of the American Newspaper Directory appealed to three alleged advertising experts asking them to go through the book and indicate the papers they believed entitled to the distinguishing mark. They were told that its meaning should be expressed by the following sentence:

Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed.

Below is given the list of the newspapers selected by these experts, and against each one appears a number showing how many of the three concurred in the judgment. A figure 2

preceding the name of a paper indicates that two out of the three experts selected that paper. A figure 3 shows that it was the unanimous choice of the committee. A minus mark indicates that one member of the committee mentioned the paper, but neither of the others coincided, and on second thought it was decided to be not quite up to the standard.

ALABAMA.

— Montgomery, Advertiser.....Daily

ARIZONA (NONE).

— Little Rock, Gazette.....Daily

CALIFORNIA.

1	Los Angeles, Times	Daily
1	Oakland, Inquirer	Daily
1	Sacramento, Evening Bee	Daily
2	San Francisco, Bulletin	Daily
1	San Francisco, Chronicle	Daily
1	San Francisco, Chronicle	Sundays
1	San Francisco, Examiner	Weekly
2	San Francisco, Argonaut	Weekly
—	San Francisco, News Letter	Weekly
—	San Francisco, Overland Monthly	Monthly

COLORADO.

1	Denver, Republican	Daily
1	Denver, Rocky Mountain News	Daily

CONNECTICUT.

1	Hartford, Courant	Daily
2	Hartford, Times	Daily

DELAWARE (NONE).

3	Washington, Evening Star	Daily
1	Washington, Post	Daily
1	Washington, Post	Sundays

FLORIDA.

2	Jacksonville, Florida Times-Union	Daily
	and Citizen	Daily

GEORGIA.

2	Atlanta, Constitution	Daily
2	Atlanta, Constitution	Sundays
2	Atlanta, Constitution	Weekly

IDAHO (NONE).

2	Chicago, Evening Post	Daily
1	Chicago, Inter-Ocean	Daily
1	Chicago, Times-Herald	Daily
3	Chicago, Tribune	Daily

INDIAN TERRITORY (NONE).

3	Indianapolis, Journal	Daily
3	Indianapolis, News	Daily

IOWA.

1	Clinton, Clinton Co. Advertiser	..	Tri-W'y
2	Des Moines, Iowa State Register	Daily
1	Des Moines, Iowa State Register	Weekly
2	Sioux City, Journal	Daily

KANSAS (NONE).

3	Louisville, Courier Journal	Daily
1	Louisville, Courier Journal	Sunday

LOUISIANA.

3	New Orleans, Picayune	Daily
1	New Orleans, Times-Democrat	Daily

MAINE.

1	Bangor, Commercial	Weekly
2	Portland, Evening Express	Daily
1	Portland, Transcript	Weekly

MARYLAND.		OKLAHOMA.	
1 Baltimore, American	Daily	2 Guthrie, Oklahoma State Capital. Daily	
3 Baltimore, Sun	Daily	OREGON.	
MASSACHUSETTS.			
1 Boston, Advertiser.....	Daily	2 Portland, Morning Oregonian.... Daily	
2 Boston, Evening Transcript.....	Daily	1 Portland, Morning Oregonian.... Weekly	
1 Boston, Journal.....	Daily	PENNSYLVANIA.	
— Greenfield, Gazette and Courier.	Weekly	1 Chester, Times	Daily
1 Lowell, Morning Citizen.....	Daily	1 Philadelphia, Evening Telegraph. Daily	
3 Springfield, Republican.....	Daily	3 Philadelphia, Public Ledger..... Daily	
MICHIGAN.		1 Philadelphia, Record	Daily
2 Detroit, Evening News.....	Daily	2 Philadelphia, Ladies' Home Jour-	
1 Detroit, Free Press.....	Daily	nal	Monthly
1 Detroit, Free Press.....	Sundays	2 Pittsburgh, Commercial Gazette.... Daily	
1 Detroit, Free Press.....	Weekly	1 Pittsburgh, Dispatch..... Daily	
MINNESOTA.		1 Pittsburgh, Dispatch..... Sundays	
1 Minneapolis, Times.....	Daily	1 Reading, Eagle..... Daily	
2 St. Paul, Pioneer-Press.....	Daily	1 Scranton, Truth. Daily	
MISSISSIPPI.		2 Scranton, Mines and Minerals.... Monthly	
2 Jackson, Clarion-Ledger.....	Weekly	2 West Chester, Local News..... Daily	
MISSOURI.		RHODE ISLAND.	
1 Kansas City, Star	Daily	3 Providence, Journal..... Daily	
1 Kansas City, Times.....	Daily	SOUTH CAROLINA.	
2 St. Louis, Globe-Democrat	Daily	3 Charleston, News and Courier.... Daily	
1 St. Louis, Globe-Democrat	Sundays	SOUTH DAKOTA (NONE).	
1 St. Louis, Republic.....	Daily	TENNESSEE.	
MONTANA.		1 Chattanooga, Times	Daily
2 Anaconda, Standard.....	Daily	1 Memphis, Commercial-Appeal	Daily
NEBRASKA.		TEXAS.	
1 Omaha, Bee.....	Daily	3 Dallas, Morning News..... Daily	
NEW HAMPSHIRE.		3 Galveston, News..... Daily	
2 Concord, Independent Statesman..	Weekly	UTAH.	
NEW JERSEY.		2 Salt Lake City, Deseret Evening	
2 Jersey City, Evening Journal.....	Daily	News..... Daily	
NEW YORK.		VERMONT (NONE).	
2 Albany, Evening Journal.....	Daily	VIRGINIA.	
1 Albany, Journal.....	Weekly	3 Richmond, Dispatch..... Daily	
1 Albany, Press & Knickerbocker.	Daily	1 Richmond, Dispatch..... Sundays	
1 Albany, Cultivator.....	Weekly	WASHINGTON.	
3 Brooklyn, Eagle.....	Daily	1 Seattle, Post-Intelligencer..... Daily	
1 Brooklyn, Eagle.....	Sundays	— Tacoma, Ledger..... Daily	
3 Buffalo, Commercial.....	Daily	WEST VIRGINIA.	
2 Buffalo, Morning Express.....	Daily	1 Wheeling, Register..... Daily	
2 Buffalo, Illustrated Express.....	Sundays	WISCONSIN.	
3 New York, Evening Post.....	Daily	3 Milwaukee, Evening Wisconsin.. Daily	
1 New York, Herald.....	Daily	WYOMING (NONE).	
2 New York, Mail and Express.....	Daily	BRITISH COLUMBIA, CAN. (NONE).	
1 New York, Sun.....	Morning	MANITOBA (CAN.).	
3 New York, Times.....	Daily	1 Winnipeg, Manitoba Free Press. Daily	
3 New York, Tribune.....	Daily	NEW BRUNSWICK, CAN. (NONE).	
1 New York, Tribune.....	Weekly	NORTHWEST TERRITORIES, CAN. (NONE).	
1 New York, Churchman.....	Weekly	NOVA SCOTIA, CAN. (NONE).	
1 New York, Harper's Weekly.....	Weekly	ONTARIO (CAN.).	
2 New York, Iron Age	Weekly	2 Toronto, Globe..... Daily	
1 New York, Observer.....	Weekly	PRINCE EDWARD ISLAND, CAN. (NONE).	
1 New York, Scientific American.....	Weekly	PROVINCE OF QUEBEC, CAN.	
2 New York, Century Magazine.....	Monthly	1 Montreal, Witness..... Daily	
2 New York, Harper's New Monthly Magazine.....	Monthly	NEWFOUNDLAND (NONE).	
1 New York, McClure's Magazine.	Monthly		
2 Rochester, Democrat & Chronicle.	Daily		
1 Rochester, Post-Express.....	Daily		
1 Syracuse, Post	Daily		
1 Troy, Times	Daily		
NORTH CAROLINA (NONE).			
NORTH DAKOTA (NONE).			
OHIO.			
— Cincinnati, Commercial Tribune..	Daily		
3 Cincinnati, Enquirer.....	Daily		
1 Cleveland, Leader (Morning and Evening).....	Daily		
1 Columbus, Evening Dispatch.....	Daily		
2 Columbus, Ohio State Journal... Daily			
1 Columbus, Ohio State Journal... Sundays			
1 Toledo, Blade.....	Weekly		

Those who study the list of papers printed above will observe that low-priced publications of large circulation fail to get a place. The papers named are those that are thought to have a value—a marked value to advertisers—without any attention at all being paid to the amount of their circulation. These papers are mainly of the heavy respectable sort, the kind of

papers that the clergyman and the doctor are supposed to prefer. They are useful mediums for advertising books and bonds and high-priced things generally, but the department store and the enterprising man of today may assert of them that they charge for their advertising more than the service they render can be worth.

QUESTIONS FROM CHICAGO.

Are you getting the most out of your business? Are you carefully treasuring up every detail of information that may some day lead to business? Are you hiding this information away under dreary piles of rubbish where you are sure it will not be found nor even remembered at the critical moment when it is needed, or are you recording it after a well organized system where it will ever be at your beck and call—a willing and obedient servant? In other words, are you mastering the details of your business, or are they mastering you?

You are perhaps an advertiser. You are perhaps using publications from which you are getting replies every day—inquiries it may be for your catalogue and price list. A constant flow of valuable data into your office! How do you use it? How do you record it? How do you follow up such inquiry, and turn each if possible into some substantial result? Can you tell at a glance by your system of recording information just how you "stand" with each one of your possible customers with whom you have had correspondence? Your system should reach this state of perfection. It can be reached. It will save you hundreds and thousands of dollars, in less office help, in business you might have lost, etc. When your method has reached this condition you will have your "thumb on the situation."

How do you classify and record the data gathered about your customers and possible customers by your salesmen or solicitor? Do you have a system by which they report all of this data to your office? This information should be recorded with that gathered through your correspondence and advertising, so that you may know at any time without delay all your previous relations with your customers and possible customers whenever you write to them or solicit them.

Your "department of publicity and

promotion," if you will permit this expression, should have a system which is a unit. In unity is order. In complexity is chaos. When all the lines with which you are pulling at a possible customer converge to a common point, you will have unity. When they run every way you will have chaos.

But how many advertisers employ system in handling the valuable data coming to them every day? Only a small portion. The others are groping about in the dark, missing good opportunities, losing business, simply because they do not know how to handle the crude materials out of which they must make results if they would have the greatest returns for their advertising.—*Advertising Experience.*

COMPREHENSIVE ADVICE.

The editor (a colored man) of the *Southwestern Christian Advocate*, in a recent issue of that paper, gave some sensible "Advice to Young Men."³ Among other things he says:

"Don't drink! Don't chew! Don't smoke! Don't swear! Don't deceive! Don't read novels! Don't marry until you can support a wife! Be in earnest! Be self-reliant! Be generous! Be civil! Read the papers and advertise your business! Make money and do good with it! Love your God and fellow men! Love truth and virtue! Love your country and obey its laws! If this advice be virtually followed by the young men of the country, the millennium is at hand."

USING THE POSTMASTERS.

At Faribault, the State of Minnesota maintains a school for deaf children, of whom about 250 are in attendance. J. N. Tate, the principal, calculated that there are in Minnesota hundreds of deaf persons of school age who receive no instruction. He therefore advertised for pupils. He sent to every postmaster a return postal card asking for information about the deaf. Whenever he hears of a deaf child, Mr. Tate sends to the family an illustrated prospectus and other advertising matter. He believes that in this way he can largely increase the list of his pupils.—*National Advertiser.*



**MORNING : EVENING
SUNDAY**

The Times

THERE is only one National Capital of the United States, and there is only one daily paper in the National Capital of the United States that has a circulation larger than all the other dailies combined, and that daily paper is *

The Times

FRANK B. CONGER
Manager New York Office, Tribune Building
ROOM 522 PHONE, 4832 CORTLANDT.

A SHOPPING ROUND-UP

A shopping tour among the dry goods houses of Minneapolis is a real pleasure nowadays. There is so much that is interesting in the way of ladies' wear that it is like attending the state fair all over again. Then, besides, the merchants—all of them, I think—have been doing a good business; things are moving along, and there is an enthusiasm which indicates that the good old times have stolen back upon us unawares.

This is not the place to enlarge upon the manifestly improved commercial conditions which can be found in every branch of the retail trade, but the feeling is forced upon everyone who will visit the marts of trade, so it is mentioned simply by way of introduction.

J. W. Thomas & Co., in the midst of preparations for a greatly enlarged and improved store, which will take in nearly all of the Side block, had time to find and put on the market the swellest thing in cloth coats for ladies that I was able to find anywhere. They are in *coverts*, *chevrons*, and *kerseys*, cut extra short in the back with French darts and a dip-front, notched coat collar and fly front, a row of small buttons on one side serving to keep out the cold. The young lady who tried one of the coats as I was nosing 'round looked chic and proper—so pretty indeed, that I never asked about the price.

The stenographer who finds gloves an expense and wants a bargain, I am sure, will find one in the \$1 Brighton kids at Olson's. Gloves are such a staple article that they are sold at a very small margin and the temptation is strong to sacrifice quality for price. In this respect this lot of gloves have a shade the best of it, for they are the best article for the money. I verily believe, to be found in the twin cities.

They come in 18 colors, as I will enumerate: Light, medium, medium dark and dark tan, medium and dark gray, light, medium and dark beige, light, medium and dark brown, butter, medium and dark green, dark red, ox-blood and dark blue. If this is not a bargain, I'll admit I don't know a glove from a mitten.

A new piece of black crepon was being put on the shelf at the Economy as Mr. Reed and I walked inside. It caught my eye as something neat, and I asked the clerk to show it to me. "It is the best thing we have in the store for the money," he told me. It sells for 50 cents a yard, and four yards will make a skirt. With the linings a lady can have a splendid street skirt for \$2.75. Crepon is all the rage. It is made of wool and mohair, and possesses all the merit which its popularity indicates.

Perhaps the most strikingly stylish dress that a \$10 bill will buy is the camel's hair

handsome, or may be made so by appropriate apparel. The suit consists of skirt and a long cut—a Beau Brummel coat, rich and tasty, bound and trimmed with a black and white novelty braid. The skirt, like the coat, is cut on the flare and the price—only \$80. The suit is in the window, the second from the door, and well worth noticing as you pass by. Mr. Young has another in gray, somewhat similar, but the Roosevelt "rough-rider brown" is the proprietor's caper.

Talking about furs—for it is nearing the time when the dimities and bengaline silk trifles were put back into the clothes press—the Minneapolis Dry Goods store is offering a line of collarettes which interested me very much. They are very much in order this weather, and they set off a plain dress as nothing else can.

I saw two of these collarettes which you may find at the "Minneapolis," if you hurry; otherwise, one, at least, will be gone. I mean to get it myself. One of these is electric seal, with yoke and under collar of elected astrachan, and eight marten tails. It is nicely trimmed and lined with satin, a very serviceable and pretty piece of attire. The other, the very obliging clerk told me, was the best bargain in his entire stock. It is a ten-inch black marten collarette, cut in the new style and nicely trimmed, for \$12.50. There is a difference of \$5 between them, but both are well worth the money.

At Goodfellow's I found what seems to be a superior bargain in fur coats. The price is \$25. The same kind of a coat, and no better quality, cost many a woman \$35 or \$40 a year or two ago. It is a Morie astrachan, 27 inches long, with large storm collar, box front, and satin lined. An astrachan made as this is made is a very serviceable and comfortable garment. It is thoroughly stayed, the fur being stitched upon alpaca before it is made up, and every effort has been made to turn out a genuine bargain.

At the Glass Block I saw and heard a few things which I know will interest hundreds of ladies, as it did me. I was taken by Mr. Morrison, one of the buyers, up into one of the receiving rooms where he was unpacking the first of a series of consignments of handkerchiefs. I suppose it is generally known that William Donaldson & Co. do a great deal of importing direct. Mr. Morrison detailed to me how this is done.

The firm have two European buyers whose business it is to look after this line of goods. One is located at St. Gall, Switzerland, the other in the British Islands, generally at Manchester. The buyer on the continent looks after Swiss and French purchases; the other, after the Irish and

THE Minneapolis *Times* has inaugurated a department that treats the news of department stores in the same way as theatrical happenings are usually treated. Above is given part of one day's installment.

In Hot August

In spite of the torrid weather of the month just closed, to say nothing of conditions unsettled by the war, the advertising printed in *The Mail and Express* in August, 1898, showed an increase of about 20,000 agate lines over the same month of 1897. The other high-class papers lost 15,190 agate lines between them during the same period.

During the first eight months of 1898 *The Mail and Express* printed **1,977,0762** agate lines of paid advertising. This is a gain of 169,092 agate lines when compared with the same period in 1897, an increase of nearly 11 per cent. *The Mail and Express* carries more advertising than any other evening paper published in New York.

The next paper on the list printed 279,846 agate lines of advertising less than *The Mail and Express* during the same months and lost 127,008 agate lines, or about 8 per cent of its entire advertising patronage.

During the eight months ended June 30, 1898, the *net paid average daily circulation of The Mail and Express increased more than 93 per cent.*

The circulation of *The Mail and Express* is greater than that of the other high-class evening papers of this city combined.

"Every Reader is a Buyer."

TO MAKE GOOD TIMES.

The following poem, going the rounds of the press, is interesting enough to merit reproduction : You may talk about the tariff, and protection, and free trade, And party panaceas for opposing human ills And "improving trade conditions," and the boom that wheat has made, But the way to stir up business is to pay your little bills.

If you owe the grocer twenty, and he owes the butcher ten, And five more to the coal man, and to the ice man five, Your payment of the twenty helps along three business men, And the payments they can make in turn make other people thrive.

Idle money in your pocket doesn't do you any good ; Unless your bills are all paid up in full it isn't yours. Just pay up all you're able as you wish that others would, That's the recipe for hard times that invariably cures. If you pay what you owe others, others still can then pay you, It's the circulating dollar that the pulse of business thrills ; So set your money working, and then watch what it will do, For the way to stir up business is to pay your little bills.

FAIR COMPETITION.

Advertisers have complained bitterly because some publications are advertising goods of their own in competition with other advertisers. Did it ever occur to these "kickers" that the publications complained of, with but few exceptions, are first-class advertising media? Publishers of papers with a small circulation or without "pulling" qualities hardly ever use their own space. They doubt that an advertisement in their paper would sell goods—and their doubts are certainly well founded. In fact, they can not understand that the advertiser expects to get returns from their paper. The publisher who knows that advertising space in his paper, judiciously used, will sell honest goods, will not hesitate to use the space himself if he can not sell it to advertisers at a fair rate. You may stake your hat that he would rather not trouble himself with additional business cares, even if large profits are sure, if he could avoid it; but he depends partly upon the revenues from his advertising space and must turn it into money—one way or the other.—*The Imp*, Lincoln, Neb.

WITH THANKS.

Friend—Do you think American humor is declining?

Humorist—I don't know about that, but I know that a great deal of it is being declined.—*Truth*.

ARRANGED BY STATES.

*Advertisements under this head 50 cents a line.
Must be handed in one week in advance.*

CONNECTICUT.

THE NEW LONDON DAY prints more papers each evening than its competitors combined.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it ; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in THE REGISTER.

WISCONSIN.

THE WISCONSIN AGRICULTURIST, Racine, Wis., is the only English general farm paper printed in the State. Reaches more prosperous Wisconsin farmers than all others.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.
Must be handed in one week in advance.

THE

Arizona Republican.

A MODERN NEWSPAPER.

HAS NO RIVAL IN THE GREAT SOUTHWEST.

It is printed every day in the year at Phoenix, the liveliest town of its class in the United States.

For particulars see

H. D. LA COSTE,
38 PARK ROW, NEW YORK.

To Get Customers

Advertise in their favorite family paper,

THE EVENING JOURNAL
of Jersey City, N. J.

Average Circulation in 1897. - 14,756

Actual Average Circulation for Nov., Dec. and Jan., 15,407

WANTED.—Case of bad health that RIPA'S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

THE EVENING CALL

LAFAYETTE, INDIANA,

is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

The Great Lakes Territory

is covered fully by

The

Detroit Suns

Drop us a postal
for rates.

Detroit Suns, Detroit, Mich.

IN ALL AMERICA

there are only seven semi-monthly papers having as large a guaranteed circulation as **Farm-Poultry**. In all the Northeastern States, New York, New Jersey, Pennsylvania and the six New England States, it has the **highest** rating of any paper devoted to live stock; in New England it equals the **combined** circulation of all such. The **poultry raising industry** is now yielding returns larger than any other farm product. Statistics prove this statement. **Farm-Poultry** has a larger circulation, a greater influence, and more well-to-do readers among this class than any other poultry paper in all the world. Its subscribers are heads of families, mostly women. Every subscription is paid in advance. Therefore advertisers in

FARM-POULTRY

get results. It will pay any advertiser who wishes to reach families who have money to spend. Sample copy and rate card will be sent on application to

I. S. JOHNSON & CO.,
22 Custom House St., Boston, Mass.

PROGRESSIVE BUSINESS MEN

Advertise in THE ARGUS

Shall we
tell you
why?



THE ARGUS COMPANY, Albany, N. Y.
James C. Farrell, Manager

The Bicycle Trade and Rider,

WEST OF THE RIVER,

IS ONLY REACHED THROUGH

THE CYCLING WEST

Let us help you get agents where you have none, and help the agents you have, by advertising your goods before the riders in their vicinity.

WE HELP BOTH.

NO OTHER CYCLE PAPER REACHES OUR FIELD.

WE ARE ALONE.

Write us for special inducements.

The Cycling West Publishing Co.

BOX 133.

DENVER, COL.

A Model Newspaper Outfit**The Daily Northwestern**
Established 1868.

OSHKOSH, WIS.,

Is organized on a solid basis. It owns its own building, which is devoted exclusively to the newspaper. It has an outfit of Mergenthaler Linotypes, a stereotyping press of the newest design, an art department and a completely organized corps of editors and reporters. Besides this it built and now operates its own line of telegraph from Oshkosh to Milwaukee, a distance of 122 miles, connecting with the leased line of the Associated Press. It receives the full leased wire service every day, besides the service of a corps of special correspondents.

These facts are enumerated to show the character of THE NORTHWESTERN'S business and circulation.

No better or more satisfactory advertising medium can be found.

Eastein advertisers will find files of this paper and can make contracts at our New York office, No. 88 Park Row, in charge of Mr. H. D. La Coste, at exactly the same rates as at the home office.

Eight pages—Daily and Sunday—English and Yiddish—1 cent.

UNIQUE
BRIGHT
ENTERPRISING

THE JEWISH DAILY NEWS

טאגעבלאטט

Printers' Ink says:

"The Jewish Daily News with a circulation of 17,000 is an afternoon sheet, at 185 East B'way, New York. It is the outgrowth of the Jewish Gazette, a weekly established in 1874.

"The subscription lists of more than twenty defunct competitors are kept alive for the Jewish Gazette by seven trained traveling agents. Circulation nearly 25,000.

"The parents read the news columns in the Yiddish pages of the paper, while the children look to the English part for Jewish news and special features they can not find elsewhere. These papers are thus read by both generations.

"Yiddish is more spoken in N. Y. than any other foreign language but German."

Specimen Copies Sent Free.

NOVEMBER
DECEMBER
JANUARY

300,000
GUARANTEED.

The Nickell Magazine

4 Alden Court, Boston, Mass.

**CHEAP PRINTING!**

\$5 buys a handy little Portable Press for cards, labels, envelopes, etc. \$12 press for circulars or a small newspaper. Typesetting easy, printed instructions sent. A lad of ten can do good printing. A great money saver, or money maker either. A great convenience too. Send a stamp for samples and catalogue, presses, type, paper, etc., direct to the factory.

KELSEY & CO., Meriden, Conn.

One trial brings results

Not only the best
but the cheapest.

..The.. Hartford Times

charges less than 1c. per inch
per thousand circulation—
daily. Other Hartford papers
charge from 100 to 500 per cent
more than **The Times**.

*The Times gives you
all you contractor.*

Circulation : Printed, Sold
and proved....

**Daily, . . . 15,000
Semi-Weekly, 7,700**

**Address, THE TIMES,
Hartford, Conn.**

The Troy Record

Invites
correspondence about
flat advertising
rates.

It is the leading paper in
Troy, New York.

The Right Circulation. THE INLAND has now a circulation of over 120,000 guaranteed. Proof of which will be given before pay is expected for advertising done. Post-office Receipts, Paper Mill Account, Press Rooms, Subscription Lists, are all open to advertisers.

The Right Principle. Any advertisement can be discontinued at any time for any reason. Paying only for space used. We rely wholly on making the advertisement pay you to hold your business. We have been told repeatedly that this was poor policy; it might be for some papers but not so with us. Our advertisers don't want to quit, they admire the fairness of the proposition and tell others. Asa result our patronage increases; so far this year our advertising is over 100 per cent greater than for same period last year—that's what talk.

The Right Features.

THE INLAND is a religious and home journal combined. Besides our editorials on Timely Topics, Home Departments, Floral Suggestions, Stories, Cartoons and the best of general articles, we have the Sunday School Lessons, Junior Topics



The Right Price. Rate—Reading Notices or Display, 50 cents per line. It does not cost a fortune to try THE INLAND, but it may help make one.

THE INLAND, THE MOST POPULAR PAPER
OF ITS KIND IN THE WORLD.

NEW YORK:
500 TEMPLE COURT.

St. Louis, Mo.

CHICAGO:
BOYCE BUILDING.

F. E. MORRISON, SPECIAL REPRESENTATIVE.

Important to Advertisers

FOR NEARLY A
QUARTER CENTURY

Frank Leslie's Popular Monthly

at 25 cts., \$3 per Year,
has been in the Front
Rank of Periodical Lit-
erature.



Beginning with the

NOVEMBER NUMBER,
PUBLISHED OCTOBER 20,

The price will be changed to

10 cents; \$1.00 per year

and we believe will command, by its intrinsic merit and attractiveness,
the leadership of American illustrated magazines.

INCORPORATION. This business has just been reorganized and incor-
NEW PLANS. porated, and the new company has at its disposal
ample capital and experience. FRANK LESLIE'S POP-
ULAR MONTHLY has been steadily improving of recent years under the
management of MR. COLEVER, and, despite the many unfavorable
conditions, it has maintained, and, at times, increased its former circulation.
These comparatively good results having been accomplished with the
price kept at 25 cents, it is reasonable to assume that a much larger cir-
culation and a wider field of usefulness is open to FRANK LESLIE'S POP-
ULAR MONTHLY as a 10-cent illustrated family magazine, and we have de-
cided to make a change this fall both in the price and size of the magazine.

Important to Advertisers

MRS. LESLIE'S RETURN TO EDITORSHIP. The return of Mrs. Frank Leslie to an active participation in this business is being received with expressions of approval and pleasure by her thousands of friends throughout the country. Her literary taste and ability is recognized by the public, and her financial standing insures added strength to the old house in its modern enterprises.

NEW PRINTING PLANT. We have now equipped this establishment with an entirely new printing and binding plant of the most modern type, and this fact, together with the lower cost of paper and illustrative material, enables us to give a better magazine for less money.

SOME OF THE CONTRIBUTORS:

WILLIAM DEAN HOWELLS,
EDGAR FAWCETT,
MARGARET E. SANGSTER,
ETTA W. PIERCE,
MRS. FRANK LESLIE,
WILL ALLEN DRUMGOOLE,
FLORA ADAMS DARLING,
WALTER CAMP,

FRANK R. STOCKTON,
LOUISE CHANDLER MOULTON,
GEO. EDGAR MONTGOMERY,
RGERTON CASTLE,
COL. A. K. MCCLURE,
ILLIAN WHITING,
MARTHA MCCULLOCH WILLIAMS,

and many other noted and popular writers.

THE BEST 10-CENT MAGAZINE. FRANK LESLIE'S POPULAR MONTHLY will in all respects be made one of the brightest and best illustrated 10-cent magazines in the world—*none better*. The best known authors and artists will contribute to its pages, and the highest standard of printing will be apparent.

The Editions for November and December

will each be not less than

150,000 COPIES GUARANTEED

ADVERTISING RATES

For a Limited Period.

Per Page (5½ x 8 inches, 224 Agate lines), \$200. Half and Quarter Pages pro rata.

Time Discounts: 5 per cent for 3 months, 10 per cent for 6 months, 20 per cent for 12 months.

TO ADVERTISERS contemplating the use of magazines we will gladly send a specimen number of FRANK LESLIE'S POPULAR MONTHLY in its new and improved form, when published, if PRINTERS' INK is mentioned.

FRANK LESLIE PUBLISHING HOUSE,

MRS. FRANK LESLIE, President. FREDERIC L. COLVER, Treasurer.

Founded 1855; Incorporated 1898.

141-143 Fifth Avenue, New York.

"Two heads are



This Head

will do for you
what you haven't
time to do for your-
self—

Create ideas for
your lithographing
and printing—

Make your ad-
vertising matter at-
tractive.

If an illustra-
tion is needed—
whether it be a sim-
ple black and white
creation or the most
gorgeously colored

scheme, this head will plan it and plan it so carefully, so thoroughly, so artistically, that it will be not only a pleasing picture, but a bold advertisement as well. For this head has had a long experience in just such work. It has originated many of the best known advertising ideas used by the best known advertisers. It isn't a big head by any means. It can do only a few things well—outside of these few things it is a very ordinary head—but it has made a success in the things it *can* do and it wants to do those things for *you*.

If there is any writing to be done, any terse, vigorous reading matter needed to convince the public that your goods are the goods it should buy, WOLSTAN DIXEY will use *his* head to originate it for you.

The Gibbs & Williams Co.,

18 and 20 Oak Street, New York.

better than one"

This Head

knows how to complete the work the other head originates. It knows a lot about the lithographing and printing business—not simply theoretical knowledge, but practical knowledge as well.

It has acquired this by working up from the foot of the ladder, getting many hard knocks and raw experiences, but always absorbing information which now stands it in good stead. This head knows that good work is the only kind worth doing, and it never uses cheap paper, cheap ink or cheap labor at a customer's expense. It has made some mistakes, to be sure, but it has brains enough left in it to profit by those mistakes and to avoid them on any orders it may receive from you. The owner of this head has kept it actively and profitably engaged in this line of business for many years—you couldn't do better than to engage its services on your next order.

We want to hear from advertisers of every description, spenders of large amounts or small amounts; their own money or that of their employers. Isn't it worth a postage stamp to find out what we can do?



Lithographers and Printers,

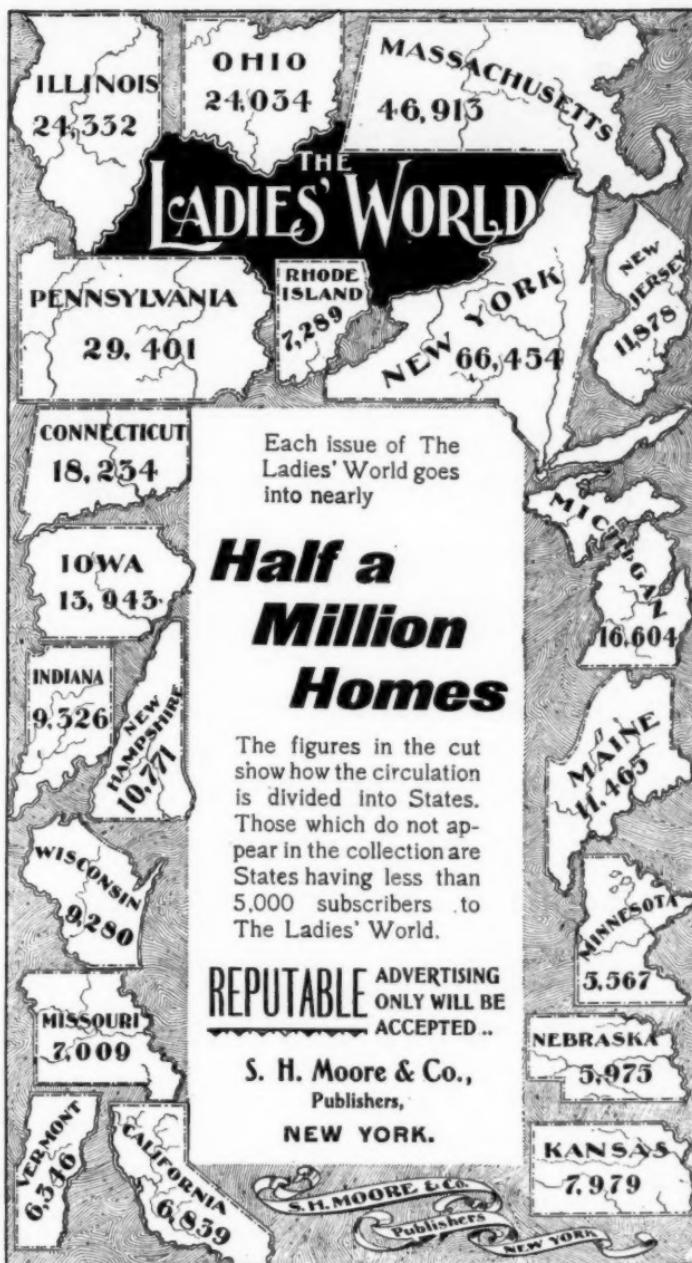
Cor. New Chambers. Telephone 2085 Franklin.

If you expect to
cover Alabama, you must
advertise in the
Age-Herald
BIRMINGHAM,
Alabama.



More proprietary medicines are consumed in the Birmingham mining and manufacturing district than in any other section of equal population in America.

Seed planted in the form of an advertisement germinate quickly and are productive of much fruit.





A LETTER FROM WASHINGTON, D. C.

Mr. Wolstan Dixey, 150 Nassau Street, New York:

Dear Sir—Our new booklet, written and illustrated under your supervision, is away ahead of anything we ever have gotten out. We have already had orders for our goods from Maine to Mississippi, which shows that the booklet is effective in a business way.

Yours truly, **TO-KALON WINE CO.**
By E. J. McQuade.

I am sometimes asked if
I supply all kinds of illustrations for advertising matter,
 and
Get up colored posters, window hangers, street car cards, etc.,
 and if
I do the printing and lithographing and supply the whole job
 complete.

**YES, CERTAINLY,
 I PRODUCE
 EVERYTHING THAT IS ADVERTISING.**

I have just delivered a hundred thousand booklets, for which I took the order in competition with some of the most active firms in the printing business; which shows that my price was not too high. I supplied everything; the ideas; the writing; the cover design, in colors; original wash drawings; engravings and printing. My customers say it is one of the handsomest jobs they ever had. They gave me the preference because they believed that my ideas and arguments would tend to create sales.

Whatever you want in the way of advertising, whether it is writing, illustrating, printing or lithographing, write to me about it. It will cost you nothing to learn what I can do for you.

**WOLSTAN DIXEY,
 150 NASSAU STREET, NEW YORK.**

If you want advice and suggestion only and prefer not to ask a favor, inclose two dollars with some of the printed matter you have been using (or one dollar if you have a small retail business) and give me any information you can about your business; and I will tell you what is needed to make your advertising better.

My lithographic work is done by Gibbs & Williams, whom I consider the best and brightest men in the business.

THE LARGEST AND BEST
FIVE-CENT MAGAZINE **

Each number is worth
double the cost price—
128 pages for only 5c.

The Half Hour

Complete Stories, Poems, Serial
Stories, Editorial Comments, Cor-
respondents' Department, Music
and fine Illustrations.

No cheap magazine gives adver-
tisers as large return.

Make your contracts now and
secure the benefits of the exceed-
ingly low rates.

Advertising agents will quote you
prices, or address us.

Copies of the "HALF HOUR"
on all news-stands.

Send for Sample Copy.

George Munro's Sons,

17 to 21 Vandewater St., New York.

People who Read

A Musical paper must either belong to the wealthy and well-to-do classes or must make of music a profession. Such are the people who read

The Musical Courier

19th Year.

19 Union Square, New York.

All News-Stands. 10 cents. Every Wednesday.

THE MUSICAL COURIER is read by a tremendous army of people, amateurs, students, teachers, subscribers to concerts and operas, and the general public interested in the great musical question.

To advertise in it is equivalent to an appeal to these various elements of cultured society, a society class that spends money for the best kinds of products.

Rates are high. So are all things worth more than less.

It will not pay to advertise anything known as cheap in

The Musical Courier,

19th Year.

19 Union Square, New York.

The Printers' Benefactor

Office of "THE MISSISSIPPI COUNTY DEMOCRAT." }
Osceola, Ark., September 24, 1898. }

Printers Ink Jonson New York:

DEAR SIR—I can not refrain from adding that in my judgment you have been the greatest benefactor the country job printer has ever had. I started in with a stock of inks from Ault & Wiborg, for which I paid the limit *in cash* of course, as I was a stranger.

Two years ago I began to buy inks from you, having had to throw away most of the A. & W. stock. This note-head is printed from the scraping of a box bought in November, '96, and left to accumulate dirt. A little coal oil added was all I did for it.

I use my 100 lb. bbl. of news ink for all kinds of jobs and it gives perfect satisfaction. Good luck to you.

L. A. PALMER.

The above testimonial is only one of many which have been sent to me voluntarily, and it proves conclusively that if the job printers of the country would educate themselves to send cash with their orders, they would save considerable money in a year and receive much better goods than if bought on credit. Four to six months is a long time to wait for your money, and it is hardly fair for the printer to expect the same goods as if he paid cash for them. The expense of invoices, statements, bookkeepers and correspondents must be borne by some one, and that some one is the printer who thinks he is making money by buying on long credits.

Send for my price list and compare the prices with what you pay to my competitors, and if you do not save from fifty to seventy-five per cent don't buy from me. Address

PRINTERS INK JONSON,

8 Spruce Street,

New York.

Cutelix

is not a soap; it contains none of the powerful chemicals necessary to convert grease into soap, but it does contain all the elements necessary to thoroughly cleanse the skin both on the surface and in the pores. In addition to its cleansing powers it is healing, soothing and stimulating, making it an ideal toilet accessory.

CUTELIX CO.,

253 Broadway, New York.

What the "L"

Road in Brooklyn doesn't offer advertisers in the shape of bold display and perfect service isn't worth having. It is the ideal place to tell the buying public about your goods.

**A short trial will convince you,
A long test will enthuse you.**

Try it—ye advertisers who are sick and weary of other mediums and want big returns for very little money!

What we know about it is yours for the asking.

GEO. KISSAM & CO.,
253 BROADWAY, N. Y.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Here is an ad printed on the back of a little envelope used to hold collar buttons when purchased by a customer. The idea might be carried out profitably in a great many directions.

casionally, but try not to be positively idiotic, and if you can put attractive prices following questions of this sort, the combination may sell the goods.

* * *

The ad which I credited to Mr. Powers in this department two weeks ago was written by Mr. Henry P. Williams, of Chicago, who deserves the credit of doing considerable excellent work in advertising.

* * *

Here is a bad ad. Yet it is so useful as a horrible example that I give it here contrary to my general principle against showing what *not* to do.

THAT FIVE-PLY SEAM

in the Double Triangle Collars makes them the best 12½c. collars on earth. They are heavy in the edges and pliable in body. In short, they are big, strong, heavy-looking collars that sell at the same price as the skimpy kind. They will outwear any collar made. You get them at

RISHEILL'S,
333 South Sixth St.

The advertising man of a large Chicago house asks me to express myself regarding a circular which he incloses. Here are two paragraphs from the circular:

Have you heard the story & &

of a man that got a feather in his throat and was " tickled to death?" Here's a case about a man who learned how cheap we sell Gents' Furnishings, and was similarly afflicted. This case was not fatal, we are glad to say.

Can you hear the bark & &

of a tree? Well, then, neither can you find a store that will sell you as Good Shoes for as Little Money as we do.

Good Shoe Blacking

MASON gave his whole time and energy to the invention of good blacking and now his name shines like a pair of boots to which it has been applied.

YOU CAN SHINE in some business house if you apply your talents by educating yourself at the Business Institute. Send for a catalogue of the

BUSINESS INSTITUTE

*Phone 739.

Here is a business institute appealing to young men who presumably wants to get as far as possible away from shoe blacking or anything that suggests it. There could hardly be a worse subject for a head-line. The entire simile here applied is the worst possible sort of a misfit. It seems to have been all lugged in simply for the sake of making a lame pun on the word "shine."

An advertiser ought to at least half understand the people he is talking to. He ought to know something about their feelings and sentiments and not approach them in a tone utterly foreign to their feelings.

* If this ad told about Edison, or

These strike me as quite harmless, and will perhaps serve as well as anything else to call attention to the prices which follow, which are really the meat of the circular. There is no great harm in being a trifle silly oc-

Watts, the inventor of the steam engine, or Morse, or any other great inventor or business man, it would hold out some attraction to an ambitious young man; but apparently that word "shine" got into the man's head who wrote the ad, and this wretched attempt at a wretched pun obliged him to twist around all the good sense and reason which might have been put into the ad.

Never let the idea of an ad begin with a pun. Let the idea begin with the business and the people who are interested in it. Size these people in your mind; pick out one of them, and talk business to him or her. Then if a neat pun or witticism comes elbowing in somewhere between the lines, it may not do any harm; but nine times in ten it throws the argument off the track or at least makes it bump unnaturally. A safe rule is to keep puns out of advertising: wherever a pun shows its head hit it.

For a Fine Grocery.

It's a Mistake

to say you can't afford to buy your table supplies at Shafer's. It's true, our goods are the very finest and freshest that money, skill and experience will procure, but our prices nevertheless are in many instances lower than you are obliged to pay elsewhere for inferior goods.

Shafer's The busiest corner on Detroit's busiest street

For a Druggist.

The Man That Licked Fitzsimmons

this summer was Mr. Green Apple. He is still getting in his fine work with lovers of fruit in this town. When you are troubled with internal disturbances, cholera morbus, diarrhoea, dysentery or cold in the bowels, there is nothing like Blackberry Balsam for instant relief and permanent cure.

IT IS TIME

To think of getting in coal for the winter. You'll save money by buying now—coal is cheaper, cleaner—more satisfactory in every way. We are ready to fill your orders at any time. We do it so quietly that you'd never know it had happened but for the coal you'll have in your cellar. No trouble, no annoyance. Come and order what you wish.

MILLSPAUGH & GREEN,
Savings Bank Bldg.

An Advertising Doctor.

I WILL CONTINUE TO

Refund Railroad Fare

to all my patients for the balance of the week and will be pleased to see new as well as my old patients at any time at my offices.

DR. W. A. MANN,
Minneapolis, - - Minnesota.

For a Plumber.

The Health OF Your Family

may be endangered by allowing the plumbing in your residence to get out of repair, letting the deadly sewer gases hold full sway about the house, spreading disease and wretchedness.

All this can be easily prevented by having a first-class plumber inspect your bath rooms, water closets, etc., every once in awhile. I will gladly furnish estimates on plumb-ing work.

JOHN BURKART.

Shirts for Dressers

The new fancy shirt designs for fashionably dressed men are handsomest specimens we have ever shown—the newest designs are stripes—*prominent stripes*—across the bosom and up and down, a matter of choice to the wearer. We have put on sale to-day 50 dozen just in and have marked them at

Newest Fall \$1.00 The usual
Patterns, \$1.00 grade elsewhere.

BROWNING, KING & CO.,
Madison and Wabash.

For Any Business.

Successful Men. . . .

Are the ones who sit down and consider things carefully—they put this and that together and draw conclusions. They save the nickels and dimes, and by and by they have the dollars.

Many a man's success begins at this store, where he or his wife saves good money on all sorts of purchases.

Ought to Hit the Boys.

Boys,

We are covering school books free—take advantage of to-morrow's holiday and bring them in—you don't have to make a purchase.

Another word about those pure worsted fall and winter blue wide wale double-breasted Knee Pant Suits for boys 4 to 16 years, that we are selling for \$5.

WILDE, WEST, JR., & CO.
13x Wabash Ave.

Just in Time.

We Sell Cider Mills

that squeeze all the juice from the apple instead of leaving a good part of it in the pulp.

We sell good, stout, sweet-smelling kegs to hold the cider—5, 10, 15 or 20-gallon kegs.

If you want to extract the juice from fruits, here are some splendid Fruit Pressers to help you—Fruit Pickers, too.

And here's money back if you want it.

THE DANBURY HARDWARE CO.
242 Main St.

Touches Wage-earners.

Saturday We Pass Out Hats At a Great Rate

50 dozen Men's New Fall Hats—in Derby style, black or brown—in Alpine style, black, brown or pearl—correct shapes—with silk bands and binding—the like of which you can't possibly get elsewhere for less than \$2.25 to \$2.50—come and buy them as cheap as we bought them—Saturday day for

\$1.79

Good for Any Good Shoe.

Ask Your Feet

If your feet could tell what kind of a shoe they want they would beg for the "WALK EASY" SHOES. Every pain from a corn or a bunion is but the foot's cry for mercy. Why not listen? Why crowd your feet into ill-fitting and hurtful shoes when you can now secure the famous "WALK EASY" HYGIENIC SHOES, which are the embodiment of ease, comfort and grace?

JOHN SMITH,
38 Main St.

How You Can Tell Your Own Story in Your Own Words.

Your statement or claim can be inserted in the next issue of the American Newspaper Directory for 50 cents per line, or in the four quarterly issues that appear in a year for \$2 a line, actual count.

No announcement accepted for less than \$1.

For a check with the order 5 per cent may be deducted in consideration of the advance payment, but for orders amounting to less than \$10, payment in advance is required because the amount is not sufficient to warrant opening an account and submitting to delays, expenses and losses incident to collection. On yearly orders 10 per cent may be deducted for advance payment.

The Directory sets forth, free of charge, the name of a paper, its politics or class, the year of establishment, the size, number of pages, editor's and publisher's name and its average circulation for a year preceding the date of a report, if a detailed statement is furnished with additions and division showing how the result was arrived at, all dated and signed by a person whose authority to make the statement is stated or apparent. Anything more, going to show the character and value of a paper, the Directory can not be responsible for, but such information possesses value to advertisers who consult the book and may be inserted on the publisher's authority preceded by the word "Advertisement."

Displayed advertisements may also be had in position on the same page or opposite the one where the description of the paper is given, the price of such displayed advertisements being \$25 for a quarter of a page in each issue of the Directory, or \$100 for the four issues that appear in a year. More space may be had at the same rate, viz., \$50 for half a page or \$100 for a whole page for one issue, or \$200 for a half page or \$400 for a full page in the four issues that appear in a year.

The American Newspaper Directory is the standard book of reference used by advertisers, and the information it contains is relied upon in placing advertising contracts that amount to millions of dollars every year.

The Directory, in addition to its ordinary sales from day to day, has over fifteen hundred annual subscribers who are members of the American Newspaper Directory Confidential Information Bureau, the details of which are set forth on page following.

Advertising orders amounting to \$10 or more carry with them a free copy of the first edition of the book in which the advertisement appears, the book being delivered, carriage paid. A yearly advertisement amounting to \$40, or more, entitles the advertiser to receive free, carriage paid, each of the four volumes that appear within the year. Address orders to

AMERICAN NEWSPAPER DIRECTORY,
No. 10 Spruce St., New York.

AMERICAN NEWSPAPER DIRECTORY CONFIDENTIAL INFORMATION BUREAU.

CONCERNING THE CHARACTER AND CIRCULATION OF NEWSPAPERS.

THE AMERICAN NEWSPAPER DIRECTORY is issued four times a year. Orders are solicited for an annual subscription covering the four issues (which appear on the first day of March, June, September and December) and a yearly subscription for PRINTERS' INK, a journal for advertisers, issued weekly. The price of an annual subscription is twenty-five dollars; and the subscriber becomes a member of THE AMERICAN NEWSPAPER DIRECTORY Confidential Information Bureau, and in consideration of the payment of the sum of twenty-five dollars, strictly in advance, is entitled to the privilege of applying to the publishers of the Directory, at pleasure, for a confidential report concerning the circulation or character of any newspaper credited by the AMERICAN NEWSPAPER DIRECTORY with a circulation rating greater than 1,000 copies per issue. Such confidential reports will be supplied to subscribers whenever called for.

In dealing with newspapers and periodicals and paying them large sums for advertising it often appears essential to the advertiser to know about the stability, character, standing and present circulation of a particular publication under consideration. The information conveyed by a newspaper directory is necessarily brief and touches only upon well-defined lines. A timely knowledge of some important detail of the past, present and the probable future of a paper may occasionally prevent an unwarranted expenditure. What seems gold on the surface is sometimes only gilding.

Among the list of subscribers to the American Newspaper Directory Confidential Information Bureau are the following well-known advertisers:

- Royal Baking Powder Co., New York.
- Proctor & Gamble Co., Cincinnati, O.
- Wyckoff, Seaman & Benedict, New York.
- Ripans Chemical Co., New York.
- J. C. Ayer & Co., Lowell, Mass.
- James Pyle & Sons, New York.
- Hall & Ruckel, New York.
- Sterling Remedy Co., Ind. Min. Springs, Ind.

THE AMERICAN NEWSPAPER DIRECTORY Confidential Information Bureau, with the more than thirty years' experience of its founders, and with the facilities at their command, is often in a position to tell about a specified publication just what an advertiser would very much like to know.

ADDRESS

GEO. P. ROWELL & CO., Publishers of
AMERICAN NEWSPAPER DIRECTORY AND PRINTERS' INK,
No. 10 Spruce St., New York.

Why a Publisher Should Be Glad to Tell His Own Story, in His Own Words, to the Users of the American Newspaper Directory.

Advertising to-day is not done on the basis of doing a favor to the publisher; it is looked upon as an investment that is expected to yield a profit. Careful thought and consideration is given to every paper before the judicious advertiser adds it to his list.

The standard aid and text-book of the advertiser to-day is the American Newspaper Directory. To that book he looks for clues to enable him to decide what points and papers he shall seek and which to avoid.

The catalogue description of the papers in the Directory is of necessity restricted to points that are susceptible of exact statement, all being given in compact form and with strict adherence to a plan. The circulation of a paper is given, but nothing is said about the character or how thoroughly the paper covers its field from an advertiser's standpoint; and yet this very information is wanted by the advertiser who uses the Directory, and at the very time when he is using the Directory.

For the publisher who has anything to tell that is worth driving into the advertiser's mind, the small paragraph in the Directory following the catalogue description is the most effective entering wedge.

Publishers' Announcements.

A publisher's announcement may have a place in the Directory in the column with and directly following the catalogue description of the paper, being set in type uniform with the letterpress, preceded by the word advertisement. The charge for such an announcement is 50 cents a line for each issue or \$2 a line for a year. No announcement accepted for less than \$1. An order amounting to \$10 or more in any one issue of the Directory entitles the advertiser to a free copy of the Directory (price \$5), delivered carriage paid. A free copy of one issue of the Directory will be sent in consideration of a yearly advertisement amounting to \$10 or more for the year, provided the advertisement is paid for in advance—not otherwise.

Pictures of Buildings and Portraits.

Small pictures of newspaper buildings, or portraits of publishers, not exceeding an inch in length or breadth, may appear with the catalogue description of a paper if desired. The charge for the insertion of these pictures is \$10 a year and such an order carries with it a right to one free copy of the Directory (price \$5), carriage paid, if the amount of the order is paid in advance—not otherwise.

Displayed Advertisements.

A quarter-page display advertisement may have a place in letterpress portion of the Directory in a position on the same page with or opposite the description of the paper. The price for this space and position is \$25 for each issue or \$100 for the four issues appearing in a year; and the yearly advertiser is entitled to a free copy of each of the four issues of the Directory (price \$5 each) to be delivered to him carriage paid. Half pages and full pages are charged at the same rate. Half pages \$50, full pages \$100, for each issue.

Discounts for Cash.

Five per cent may be deducted from prices named if copy of advertisement and check in full settlement accompany the order. Ten per cent may be deducted if payment in advance is sent for an entire year.

Orders amounting to less than \$10 can not be accepted unless paid for in advance, because the trouble, delay, expense of bookkeeping, making drafts, conducting correspondence, etc., are so frequently greater than the small amount of the charge warrants or compensates.

Address orders to

**Publishers of the American Newspaper Directory,
10 Spruce Street, New York.**

THE LAST DAY!

**Plan of Publication of the December Edition
of the
American Newspaper Directory for 1898.**

All changes and corrections intended for the December edition of the AMERICAN NEWSPAPER DIRECTORY for 1898 should be sent to the Directory Office not later than October 15.

Advertisements will be taken till four days before the form for the particular portion is put to press.

Corrections are not likely to be made after October 15.

The forms go to press on the following dates, and are closed four days earlier:

- Nov. 1. To and including California.
- 2. To and including Idaho.
- 3. To and including Illinois.
- 4. To and including Iowa.
- 5. To and including Kentucky.
- 7. To and including Massachusetts.
- 8. To and including Minnesota.
- 9. To and including Nebraska.
- 10. To and including New York State.
- 11. To and including Ohio.
- 12. To and including Pennsylvania.
- 14. To and including Tennessee.
- 15. To and including Washington.
- 16. To and including Ontario.
- 17. Part II. (over 1,000 circulation). To and including Indiana.
- 18. Part II. To and including Ohio.
- 19. Remainder of Part II., all of Part III. (Sunday Newspapers) and Part IV. (Class Publications), Religion, Religious Societies, Education, Household, Matrimonial, Music and Drama, Sporting, Temperance and Prohibition, Woman Suffrage, Dentistry, History and Biography, Law.

Nov. 21. Part IV. (concluded), Medicine and Surgery, Numismatics, Philately and Antiques, Scientific Publications, Sanitation and Hygiene, Army and Navy, G. A. R. and Kindred Societies, Labor, Fraternal Organizations and Miscellaneous Societies, Agriculture, Live Stock and Kindred Industries; all other classes of Arts and Industries and Foreign Languages.

22. All sheets delivered at the bindery.

DEC. 1. A copy of the Directory shipped to each subscriber.

Advertisements to go in the back of the book can be taken as late as November 17.

Address all communications to

**EDITOR AMERICAN NEWSPAPER DIRECTORY,
No. 10 SPRUCE STREET, NEW YORK.**

The Last Day

Is November 1, 1898.

Publishers who wish to have their most favorable circulation ratings appear in actual figures in the December edition of the American Newspaper Directory for 1898 should send their detailed statements of actual issues, duly signed and dated, in time so that they may reach the hands of the editor of the Directory not later than November 1st.

Statements should say how many copies were printed of each and every issue for a full year. The total number of copies during the year should be divided by the number of days of issue. The result will give the average issue. On receipt of such a true statement, signed and dated with a pen, by a person whose authority to make it is apparent or stated, the rating accorded the paper in the Directory will be in plain figures, in exact accordance with the statement, and for this service there is no charge.

Circulation figures always interest advertisers and a square, honest, unequivocal statement of actual facts in the American Newspaper Directory meets with much consideration. With many advertisers it is the rule not to do business with papers whose circulations are not stated in actual figures in the American Newspaper Directory.

Papers that have gained in circulation during the late war have the privilege of stating facts and figures in an advertisement in the catalogue portion of the Directory, to be published in a position immediately following the description of the paper. The cost of such announcement is 50 cents a line for each issue of the Directory, or \$2 per line per year. Display advertisements are also accepted at the rate of \$100 per page for each issue of the Directory or \$400 for a year; quarter and half pages pro rata. See terms on previous page.

Blank forms for circulation statements will be sent to any publisher who asks for them. Such a statement from every paper in America having more than 1,000 circulation is very much desired. Address

THE AMERICAN NEWSPAPER DIRECTORY,
10 Spruce St., New York.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

Business managers or newspapers and trade journals are coming more and more to realize the importance of helping their patrons to take interest in their advertising space.

This often amounts to the solicitor writing his customers' ads.

Here is a letter from the business manager of the New York *Produce Review and Creamery*.

He says :

" NEW YORK PRODUCE REVIEW
AND AMERICAN CREAMERY." }
NEW YORK, AUG. 10, 1868. }

Mr. Charles Austin Bates, Department of Criticism, PRINTERS' INK, 10 Spruce st.:

DEAR SIR—I have been considerably interested in reading your criticisms of advertisements in PRINTERS' INK, and as I am often asked to draw up ads for advertisers in our publication I have found your criticisms and suggestions of much value. I hand you here-with four ads, which I have drawn up and would be pleased, if space permits, to have you criticise or commend them through the Little Schoolmaster. Yours truly,

W. T. ARTMAN, Business Manager.

One of these page ads was written for the Paterson Parchment Paper Company, of which I reproduce the wording :

Are You Using Imitation or Genuine Parchment Paper ?

If you do not know wet some of the paper, and if it does not hold together it is imitation. The use of imitation parchment paper is worse than folly. Buyers of butter will not have it. We have for thirteen years studied and experimented in the manufacture of parchment paper until we now have just what is wanted by all buyers of fancy butter. No better evidence of its sterling qualities is necessary than the fact that all up-to-date creamery men in this country are now using it. Write for samples and prices.

PATERSON PARCHMENT PAPER CO.,
PASSAIC, NEW JERSEY.

This is a very good ad, for the reason that it gives definite information of imitation of parchment, which is interesting whether the reader already knew it or not.

The trouble with most ads is that they are so sparing of information. They seem afraid of telling something which will be useful and interesting to the reader.

An ad that contains real information will always be interesting.

Trade journal ads especially are weak in this way; they seem to take it for granted that the readers know all about their goods.

As a matter of fact, there is nothing under the sun that is advertised, or that can be advertised, about which there is, or not, some new and interesting facts which have not yet been published.

* *

The following advertisement is clipped from a marked copy of an English paper. I judge therefore that the sender thinks that it is a good ad:

"The Engine Went Over Him."

The following story was told to one of our travelers a few days ago by an old customer : " You know my brother. Well, a little while back he was working on a big job at —, and one day, while standing on the 'route,' an engine came up behind him unawares, knocked him down, and ran over him. Some mates lifted him up, and carried him to one of the huts. When the doctor came, he found that one leg had been taken off at the knee. The leg was still in the trousers, which, strange to say, were not hurt in the least. They were a pair of your Cord 'Forkstrong' Trousers."

These Trousers were made specially strong at the knees, and this story shows in a wonderful way how strong they really are.

Prices to measure, 8s, 6d, and 10s, 6d., carriage free. FREE PATTERNS of over 40 different kinds of Cord and Mole, together with easy measure-forms, sent to any one for the asking.

Send us a post-card.

When once we get your measures we keep them, and can refer to them at any time.

K E Y S',

" HARDWEAR " TAILORS, RUGELEY.

It gives one a distinctly unpleasant sensation.

I think if I were wearing a pair of these " Forkstrong " trousers I would be continually shaking my legs to find out if they were really there. I should be reminded all the time of the man who had his leg cut off.

Now, when an engine cuts off one of my legs, I think the least it can do is to cut off the trousers leg with it. If it didn't it would always make me mad to think that the engine took off the leg that I couldn't replace, and left the trousers leg that wasn't worth much anyway.

This advertisement may demonstrate that the "Forkstrong" trousers are very strong at the knees; but it demonstrates it in a very unpleasant way, and I can't see how, by any possibility, this can be looked upon as a good ad.

**

W. M. Woodward, of Franklin, N. H., sends me the following advertisement:

Practical Drug Experience

is what is needed to conduct a safe drug business. Constant handling of drugs makes one familiar with their properties. A thorough understanding of drugs makes a reliable druggist. Any other kind ought not to get your trade. Your drug store purchase demands skilled attention—it is obtainable at our stores. A reliable person equipped with several years of practical experience is in charge of the drugs at each store. Your wants get his personal attention.

A FEW FACTS ABOUT OUR STORES.

The store in Bean's Block, at the Falls, is in charge of W. M. Woodward, a druggist of 17 years' practical experience.

The store in Sturtevant's Block, in Ward One, is in charge of Ira S. Jackmann, a druggist of 7 years' practical experience, who has been with W. M. Woodward in Ward One for five years.

The store in Lindsay's Block, at Lebanon, is in charge of E. S. Woodward, a druggist of 10 years' practical experience.

The druggists named will give their personal attention to the store under their charge. Now, by personal attention we do not mean that they will look in the store once or twice a day to "see how the boy is getting along," but we mean that they will be in the store 10 or 12 hours every day except Sundays and holidays. We want your trade and are willing to work hard for it.

No druggist can give you better service than we do.

No druggist can give you better drugs than we do.

No druggist will sell you drugs at a lower price than we do.

WOODWARD BROS., DRUGGISTS,
FRANKLIN, FRANKLIN FALLS AND LEBANON,
N. H.

(P. S.—Never mind what druggist's name is on your prescription, bring it to us to be filled.

I believe that no one can read this ad without getting the impression that Woodward Brothers know their business, that they run a good store, and that they treat their customers fairly.

The advertisement is a plain, conservative statement of facts which must at once appeal to the reason of the reader. There are no flourishes about it, and there is no apparent effort to produce a striking ad.

The ad sounds just as if the man who wrote it had made up his mind that people ought to know the truth about his business. He states the facts and quits.

There is a great deal in knowing

when to stop. It is sometimes difficult to decide just how to begin an ad. We hear a good deal of talk about that, but it is just about as important to know how to finish an ad. We don't hear anything about that difficulty.

It is clearly apparent in the ads of some men that they don't know how to come to a period. They are in the same position as the man at the end of an interview who doesn't know how to break away. It makes an ad sound a good deal like a conversation which you will all recognize:

"Well, good by!"

"Good by; come up again."

"Yes, you come up."

"Well, good by."

"Good by."

And so finally the visitor does break away after standing around at the door and letting a draught into the house for ten minutes. And when she goes, the woman she is calling on raises her hands, and thanks Providence that she has finally departed, and she hopes in her heart that she will never come again.

Woodward Brothers have a better way of asking their customers to call again. I judge that their clerks say nothing at all about it, but in every package that goes out of the house is a card bearing on both sides this inscription:

We Invite You to Call Again.

If this purchase is not satisfactory to you in every respect, will you please let us know it.

**WOODWARD BROS.,
DRUGGISTS.**

**FRANKLIN, FRANKLIN FALLS AND LEBANON,
N. H.**

**

Here is a remarkable ad:

A Little Something About Myself.

Nearly seven years ago I came to Augusta to take sole charge of the affairs of this Company.

I found a magnificent lumber yard and an indifferent stock of lumber. I found a splendid factory building, three stories high, equipped with only a portion of the machinery needed, and not much of that modern. I found a large brick warehouse, in partial disuse. I found that there were not adequate storage sheds for a concern such as this.

I found more.

I found the volume of business less than it ought to be, the important large necessities not looked after, the equally important little details practically ignored, system lacking everywhere, no efficient management.

I studied the situation. I studied the market conditions within Augusta's territory for products made from wood, the possibilities of expanding and growing. I wanted to make the little business a big business.

I knew it could be done.

Then I began to do it.

I began to overhaul the machinery and stock and arrange them methodically. I bought new machinery and more of it as time went on.

I built sheds, and then more sheds, and from time to time made additions to the big factory. I bought stock largely and carefully—increased the volume of products on hand, and constantly made the grade better and more uniform.

Early I inaugurated an entirely new system throughout the business to give every reasonable facility for manufacturing, storing, shipping and accounting—always with a view to reducing the cost and perfecting the service.

I adopted rules which gave my customers every assurance of the fairest kind of treatment, and I made an open offer to return their money in every instance when they didn't get everything just exactly as agreed.

Trade increased—slowly at first. Then faster and still faster as the company became better and more favorably known.

My yearly business, measured in dollars and cents, is now nearly twice as large as it was when I began.

It is practically about three times as large in volume of products, as prices are very much lower than they were seven years ago.

I have spent \$23,000 in improving this plant during these seven years.

I have spent nearly \$13,000 for advertising during the same period.

I have made this business what it is.

CHAS. F. DEGEN, Manager.

AUGUSTA LUMBER CO.,
AUGUSTA, GA.

It would be an unusual ad published anywhere, but when you consider that it was printed in a local paper in a small place, where everybody knows everybody else, you will realize that the man who wrote it and printed it must have considerable strength of character.

There is no doubt at all that many of the people in Augusta, Ga., and particularly the competitors of the Augusta Lumber Company, will sneer at the egotism of this ad, and they will undoubtedly make a great many uncomplimentary remarks about Mr. Degen.

But the fact remains that the ad is good. Not even the ones who disapprove of it can read it without being convinced that the Augusta Lumber Company is in a prosperous condition, that its business has grown, that its manager is energetic, business-like and honest. They may think that he puts his hat on with a shoe-horn, but they can't get away from the conviction that he sells good lumber at a fair price, and that he is perhaps the most enterprising man in his line in that neck of the woods.

The ordinary run of people who are

simply interested in buying lumber as favorably as possible will read the ad with interest and will say to themselves, if not to each other, that Mr. Degen certainly is a hustler.

And if his advertisement contains an unusual number of capital "I's" there are no more of them than there ought to be.

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People are asked to buy a patent medicine, and again comes the question "Why?"

Why should a woman buy "Dr. Pierce's Favorite Prescription" rather than "Lydia Pinkham's Compound?"

She sees both of them advertised and she asks "why?"

The one whose advertisements best answers this question is the one who is going to get that woman's money.

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BUFFALO, N. Y., Sept. 17, 1898.

PRINTERS' INK, New York City:

GENTLEMEN—We would like to obtain the opinion of the Little Schoolmaster on the relative merits of regular half-tone and three-color printing for booklets. Last year we used a booklet in one color, with half-tone cover and illustration throughout. Owing to the difficulty of obtaining satisfactory presswork or even good half-tones, we were dissatisfied with that book. You will note that on page 12 the illustration has been changed to a wood engraving, but without improvement. This year we took up three-color process. The cover design we know is a failure, and we are changing it. It has been suggested by some that the three-color work would be more satisfactory if the cuts were made double present size, but others suggest that if the whole book was printed in black it would be better than it is.

We will be obliged to you for an expression of opinion. Sincerely yours,

THE LARKIN SOAP MFG. CO.,
D. D. Martin, Secretary.

I think there can be no question that the three-color half-tone process for the representation of goods is much better than the regular one-color plates.

The colors give more life to the picture. Perhaps they do not show the details quite as clearly as a distinct one-color half-tone or woodcut would do it, but they come nearer showing how the articles will really look. They do not give the details so well, but they give the general effect much better, and it is the general effect that the people see.

Of course the difference in expense is considerable, and it might very easily happen that at its price the one-color work would be preferable. As an abstract proposition, however, the three-color work is much better because it comes nearer showing the goods exactly as they look.

ONE EYE WITNESS IS BETTER THAN TEN HEARSAYS.

That our papers give results is not a matter of hearsay. Hundreds of eye witnesses (advertisers) testify to the fact that the way to get Results is to advertise in

Boyce's MONTHLY WEEKLIES

The monthly has a proved circulation of over 500,000 copies and the weeklies over 600,000; the rate per line in each is \$1.60, no discounts. Come and go as you please. Let your results determine the length of your contract.

YOURS FOR RESULTS,

W. D. BOYCE CO., *Boyce Building,
CHICAGO.*



The Great Thoroughfare

to the homes of a million and a quarter of the money earning and money spending people of New York and vicinity is the one newspaper they read every day. The

NEW YORK JOURNAL
W. R. Hearst.

•DESIGNED BY CHARLES AUSTIN BATES • NEW YORK•